

Tipe Koleksi: eBook - Sosial Sains & Humaniora

Public relations strategy : a managerial approach

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Deskripsi Lengkap: <http://lib.uhamka.ac.id/detail.jsp?id=42598&lokasi=lokal>

Abstrak

This second edition outlines everything one needs to create a 21st-century public relations strategy, with international case studies from companies in the U.S., Spain, South Africa, Indonesia, and Russia, including Royal Caribbean, Edelman Public Relations, 3M Scotch, and the Marriott Hotel Group.