



Key Concepts in public relations /

Franklin, Bob (1949-)
<https://id.oclc.org/worldcat/entity/E39PCjqCt9vWywFm3CDKHRf7BP>

Sage Publications,
2009

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Monografía

Offers the reader a concise and very readable tour through the many facets of PR

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Título: Key Concepts in public relations Bob Franklin [and others]

Editorial: London Sage Publications 2009

Descripción física: 1 online resource (273 pages)

Mención de serie: SAGE key concepts

Bibliografía: Includes bibliographical references

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ISBN: 9781446200292 electronic bk.) 1446200299 electronic bk.) 9781446200056 1446200051

Materia: Public relations Relations publiques public relations. BUSINESS & ECONOMICS- Public Relations. Public relations.

Autores: Franklin, Bob (1949-) <https://id.oclc.org/worldcat/entity/E39PCjqCt9vWywFm3CDKHRf7BP>

Enlace a formato físico adicional: Print version Franklin, Bob. Key Concepts in Public Relations. London : Sage Publications Ltd., 2009 9781412923194

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