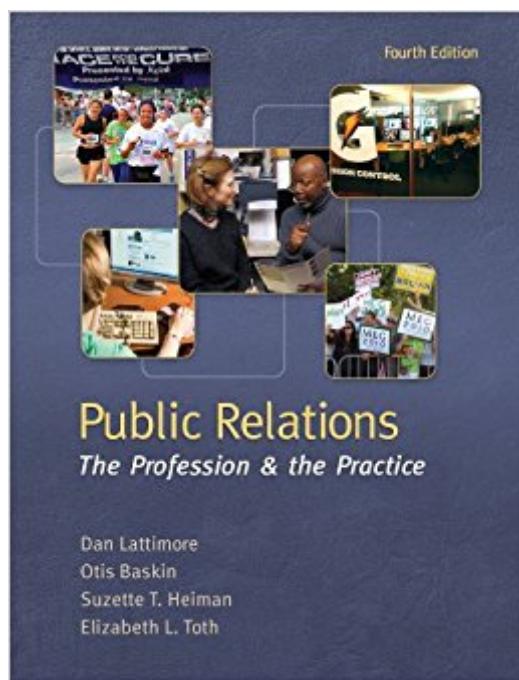


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Public Relations: The Profession And The Practice, 4th Edition



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Perfect textbook for the communications student. Great examples, provocative 'what ifs' and excellent instruction on history, how-tos with successes and consequences of poor communication in PR. Also \$100 cheaper than the college book store!

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