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Strategies & Tactics will help you stay up-to-date with the latest news, best practices and information about everything from crisis communications to social media to reputation management. The monthly newspaper also provides feature-length commentary on the strategic importance of public relations as well as case studies and views on changing concepts in communications.

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9780321055552: Public Relations: Strategies and Tactics ...

Wendy Marx. Wendy Marx is the founder and president of Marx Communications, a boutique inbound marketing and public relations agency.An award-winning B2B public relations pro, she has helped many small- & medium-sized firms (SMBs) become well-known industry brands and transform their businesses, going from Anonymity to Industry Icon™.

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This is a supplementary product for the mentioned textbook. This Test Bank for Public Relations: Strategies and Tactics, 11th Edition is designed to enhance your scores and assist in the learning process. There are many regulations of academic honesty of your institution to be considered at your own discretion while using it.

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