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Seitel, Practice of Public Relations, The | Pearson

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The formal practice of what is now commonly referred to as “public relations” dates to the early 20th century. Since that time, public relations has been defined in myriad ways, the definition often evolving alongside public relations’ changing roles and advances in technology.

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Public relations - Wikipedia

The inherent value of public relations as a discipline reaches well beyond publicity and events; public relations is a responsive and costeffective way to reach consumers and healthcare professionals BY LYNDA SEARS W PUBLIC relation “A lot of healthcare PR has been directed toward the pure generation of awareness about the brand,” he says.

The Practice of Public Relations - PharmaVOICE

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