

Public Relations (Chinese Edition)



Paperback. Pub Date: 2012. Pages: 125
Language: Chinese in Publisher: Beijing Normal University Press. the national vocational education in economics and management boutique series of textbooks: Public Relations combining learning with higher vocational training to adapt to the 21st century applied public relations management personnel need to compile. The book systematically expounded the public relations theory and the latest achievements in the disciplines. focus on training the learners ability to solve practical problems. and strive to achieve the transformation of knowledge. Each chapter begins with learning objectives. learning objectives include knowledge objectives and the ability to target to guide the thinking of the case. the introduction of new chapter after the skills test and synchronization test. in order to facilitate the reader to understand the content. d...

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