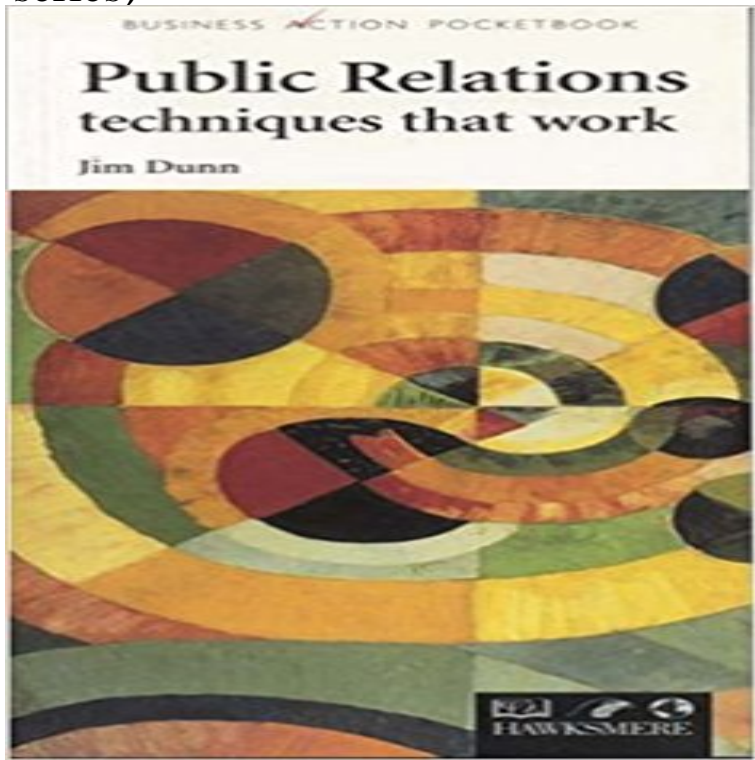


Public Relations Techniques that Work (Business Action Pocketbook series)



This pocketbook offers advice on effective public relations. From the role of the PR officer to fees and costs and the effective use of PR in radio and television, the text details the rules and steps to be taken in order to develop successful media relations.

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