

Genuine Modern Public Relations (2nd Edition) 9787040357431(Chinese Edition)



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Reviews

An exceptional book as well as the font applied was fascinating to learn. It is loaded with knowledge and wisdom I am just easily can get a pleasure of studying a created book.

(Dr. Benjamin Lakin)

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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2012 Pages: 211 Publisher: Higher Education Press title: Modern Public Relations (2nd Edition) List Price: 23.30 yuan Author: Wang Yinping Press: Higher Education Press Publication Date: 16 July 2012 Day ISBN: 9787040357431 Words: Page: 211 Edition: 2nd Edition Binding: Paperback: Weight: 381 g Editor's Summary Wang Yinping editor of the modern public relations (2) a higher vocational education skilled personnel training. training. task-oriented. capacity-building and training a new type of public relations textbooks. The main line of the formation of modern public relations (2) tightly around the students' ability in public relations and public relations content is subdivided into mission objectives. task decomposition. situational Import task summary. key concepts and skills modules to The work process-oriented. new forms. Modern Public Relations (2nd Edition) also contains the class discussion. after-school self-test. case studies and simulation exercises. work activities. student self summary practice module. prompting students to learn and practice the process of completing tasks acquire the relevant knowledge. the formation of professional competence. In addition. while maintaining the first edition to reflect new knowledge. new technologies. new methods. highlighting the scientific. practical. operable on the basis of the revised efforts to enhance the content interesting. some important concepts into a little story among the students natural acquisition of knowledge in the pleasure of reading and deep thinking. The book is set ten tasks: preparation. shaping the image of the organization of public relations personnel. public relations image-building. looking for public relations object. the dissemination and communication of public relations. public relations planning. implementation and evaluation. and coordination of public relations. public relations crisis processing. public relations language skills training and understanding of public relations etiquette. covering the...



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