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Randy Bobbitt, Ruth Sullivan

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Written for students taking advanced courses in public relations, the book takes a team project approach to learning about the field. The book introduces a three-step process—the PIE chart—that more accurately reflects the campaign development process used in the real world. Exercises and case studies in every chapter guide students through the development of their own public relations campaigns.

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Upon completing this book, readers will be able to:

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• Apply public relations skills to the real world
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