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***Bonilla y Asociados***  
*desde 1950*



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The sixth edition, now full-color and streamlined, is designed to carry public relations into the year 2000. It emphasizes the practical nature of public relations work. Full chapters are now devoted to video, integrated marketing communications, and multi-cultural communications. Over half of the interviews with public relations professionals are new and there is one "A Question of Ethics" case problem per chapter. --This text refers to an out of print or unavailable edition of this title.