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Effective Public Relations has defined public relations theory and practice, schooled its practitioners, and served as a reference for those in the calling for more than five decades. The first edition of Scott M. Cutlip and Allen H. Center's revolutionary book in 1952 made public relations an acceptable subject of academic study. Their ideas and ambitions for the field still serve as beacons leading the field in the 21st century. This updated ninth edition continues the trend of excellence and will introduce yet another generation of practitioners worldwide to this important profession of Public Relations.