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The Public Relations Writers Handbook The Digital Age

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The original The Public Relations Writer's Handbook has long been the best how-to on PR written deliverables. The 2007 Second Edition brings the book into the Digital Age, per the amended title. Press releases, pitch letters, backgrounders, investor relations, Web content, event planning, PR

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Public relations writing is a prime example. For those entering this field of work, finely tuned writing skills dictate just how successful they will be.

What is Public Relations Writing? - Characteristics ...

Objective Of Public Relations. The main objective of public

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relations is to maintain a positive reputation of the brand and maintain a strategic relationship with the public, prospective customers, partners, investors, employees and other stakeholders which leads to a positive image of the brand and makes it seem honest, successful, important, and relevant.

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Account Executive - Public Relations - Advertising/PR Firm (0-3 yrs) Mumbai (Marketing & Public Relations) Mumbai, Maharashtra Account Executive (AE) - Job Description- Assisting the Chief Account Consultant in planning, developing and implementing PR strategies- Liaising with colleagues and key spokespeop...

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