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Handbook of Public Relations: Amazon.co.uk: Heath, Robert ...

The Global Public Relations Handbook. New York: Routledge, <https://doi.org/10.4324/9781315173290>. In this third edition, The Global Public Relations Handbook: Theory, Research, and Practice offers state-of-the-art discussions of the global public relations industry, blending research-based theory with practice, and presented in essays from both academics and practitioners.

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The SAGE Handbook of Public Relations offers a comprehensive and detailed examination of the field. It gives academics, practitioners and students a solid review of the status of the academic literature, stressing the role that public relations can play in building relationships between organizations, markets, audiences and publics.

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In 1990, Peter Gummer, Chairman of Shandwick plc (now Lord Chadlington), stated ' I believe that PR will increasingly be seen for what it really is – an indispensable tool of management ' . In this environment of confidence and expectation of an improving reputation for public relations, in 1991 the first edition of The Public Relations Handbook appeared.

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