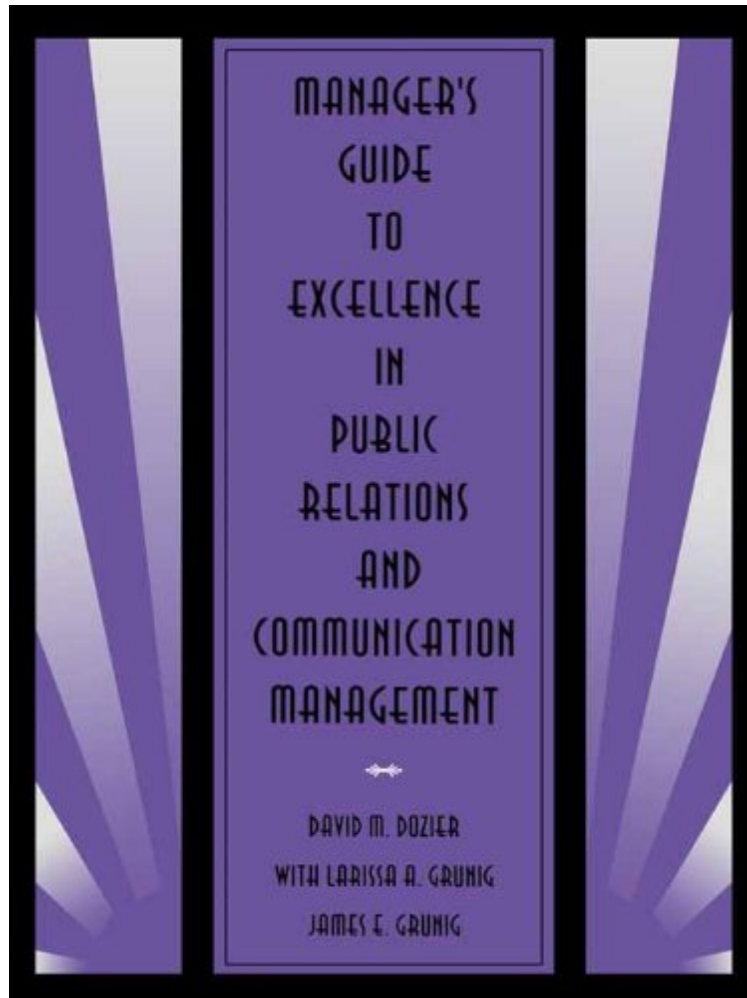


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From the Back Cover This book reports the findings of a \$400,000, three-nation study of public relations and communication management sponsored by the International Association of Business Communicators (IABC) Research Foundation. As you will learn, the Excellence Study provides communication managers and public relations practitioners with information critical to their own professional growth.