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## PR Power: Inside Secrets From the World of Spin (Virgin Business Guides)

*Amanda Barry-Hirst*

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Whether you're just starting out or have been in business for years, it's never too late to start harnessing the incredible power of public relations. PR Power offers advice on how to get the most from your PR consultancy or in-house team and what to do if you're running the PR yourself, with: \* practical hints and tips \* toolkit exercises \* case studies from real businesses \* priceless advice from leading experts in PR

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