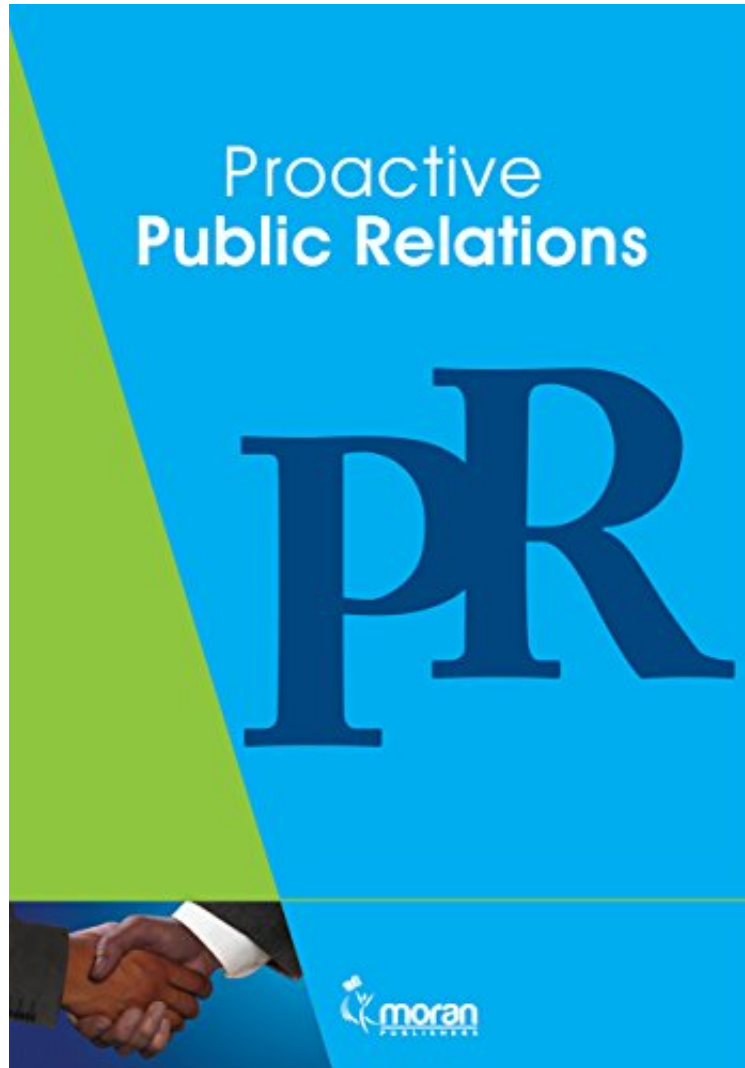


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Proactive Public Relations

Chris Skinner, Peter Kiuluku, Kentice Tikolo, Kojo Yankah
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Chris Skinner, Peter Kiuluku, Kentice Tikolo, Kojo Yankah : Proactive Public Relations before purchasing it in order to gauge whether or not it would be worth my time, and all praised Proactive Public Relations:

The practice of public relations in the countries of East Africa still lags behind countries such as South Africa, Ghana, and Nigeria. There are far too few active members in the professional associations in East Africa. The authors of this book recognise the dearth of academic literature to support the development and growth of the profession of public relations and have joined efforts to address this problem, with the belief that their book will make a contribution as an

addition to the reading list of colleges and universities.