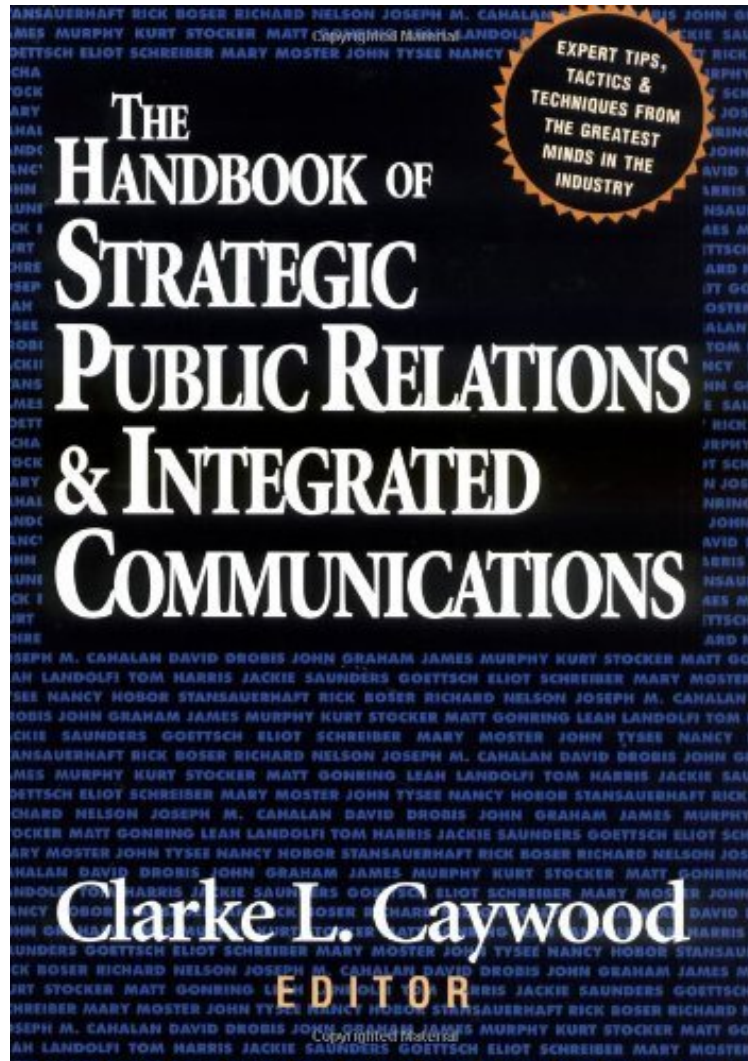


The Handbook of Strategic Public Relations and Integrated Communications

Clarke L. Caywood

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InformativeBy A CustomerThe Handbook of Strategic Public Relations and Integrated Communications is a thorough piece of work that covers the entire gamut of the public relations industry, from dealing with clients to dealing with the media, from crises to working with marketing. An extremely useful guide, it is not quite as up-to-date with the latest in the technological age. For that, Michael Levine's Guerrilla PR: Wired is an excellent supplement. Not as wide-ranging as the Handbook, Guerrilla PR: Wired zeroes in on cost-effective public relations strategies and tactics. The Handbook of Effective Public Relations and Integrated Communications has numerous well-respected members in the public relations and marketing fields contributing their wisdom and experience, letting everyone know what the higher ranking people have learned, the tools to success.

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