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Edward H. Moore started his career as a high school journalism teacher and school public relations practitioner. In more than 25 years as an educator, journalist, and public relations counselor, Moore has written and presented extensively on school public relations issues.

School Public Relations for Student Success: Edward H ...

The Public Relations Handbook combines theoretical and organisational frameworks for studying public relations with examples of how the industry works in practice. It draws on a range of promotional strategies and campaigns from businesses, public and non-profit organisations including Voice of the Listener and Viewer, Marks & Spencer,

Public Relations Handbook

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Whether you're a public relations professor and you're hoping to integrate new activities to the students in your classroom, or you're a public relations student and you need to think of a good team project for an assignment, here are three activities you could try in a public relations classroom: Promote a fashion show

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