



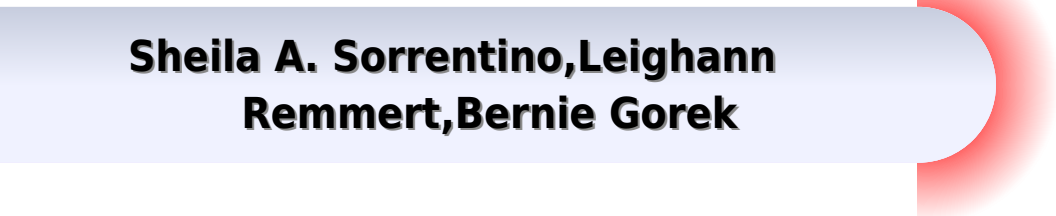
# **Prácticas de relaciones públicas para mejorar la prestación de servicios**

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**Reuben Ejike Ozioko**

# Relaciones Publicas Practicas

**Sheila A. Sorrentino, Leighann  
Remmert, Bernie Gorek**



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James E. Grunig, Todd Hunt, 2007-11 Dirección de Relaciones Públicas se ha convertido en la obra más influyente en la materia siendo actualmente el libro de cabecera de los profesionales de la comunicación empresarial de todo el mundo En ella el lector encontrar no sólo una aproximación conceptual a las relaciones públicas y a la comunicación en las organizaciones sino fundamentalmente una perspectiva estratégica de la actividad como herramienta imprescindible de la actual gestión empresarial El libro cuenta además con numerosos ejemplos procedentes de la experiencia profesional de sus autores

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