



# Key Concepts in Public Relations (Palgrave Key Concepts)

*Sandra Cain*



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## **Key Concepts in Public Relations (Palgrave Key Concepts) Sandra Cain**

An indepth glossary, this accessible book successfully introduces students to the key concepts, themes and principles of Public Relations. Terms are organized alphabetically and are fully cross-referenced for ease of use. Suggestions for further reading help to consolidate knowledge and aid understanding.



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