

# Online Library Public Relations And The History Of Ideas

## Public Relations And The History Of Ideas

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~~A Brief History of Public Relations  
Public Relations History HISTORY  
of Public Relations (PR) Simon  
Brett Mrs. Pargeter #8 Full Book  
— Mrs. Pargeter's Public Relations  
(2017) — Read by Author The  
Invention of Public Relations~~

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Of Ideas  
Subconscious Marketing -  
Propaganda to Public Relations -  
Bernays with Freud in US 1920's -  
BBC This So-Called History Book is  
Insultingly Inaccurate Edward  
Bernays and Group Psychology:  
Manipulating the Masses  
~~Propaganda, Public Relations,~~

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~~Marketing, and Advertising - Ivy  
Lee and Edward Bernays The  
History of Public Relations History  
of PR \u0026amp; Nature of Influence  
How to Control What People Do |  
Propaganda - EDWARD BERNAYS |  
Animated Book Summary~~

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Communication Skills - How To

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Improve Communication Skills - 7  
Unique Tips!

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Think Fast, Talk Smart:

Communication Techniques

~~Working in Public Relations | All~~

~~About PR How One Man~~

~~Manipulated All of America All~~

~~about Public Relations □□□□□□□□: What~~



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~~it's like to be a PR major + Why  
Study PR Chomsky on Edward  
Bernays Father of Propaganda  
Introduction to Propaganda Glenn  
Beck: Edward Bernays and  
Propaganda 1 of 2 Howard  
Bragman Advises Public Relations  
People PR Goals, Objectives,~~

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~~Strategies \u0026amp; Tactics The  
Century of the Self Part 1:  
\"Happiness Machines\" Press  
Index A Brief History of Public  
Relations (PR) What is Public  
Relations? Video by Sketch-22  
Illustrated Media History of  
Witchcraft What is Public~~

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~~Of Ideas? Hidden Histories:  
Public Relations Madeleine  
McCann: Public Relations \u0026  
Saving Reputations Unintentional  
ASMR Barbara Freese Book  
Talk/Q\u0026A Excerpts Role Of  
Coal Throughout Human History  
Public Relations And The History~~

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Most textbooks date the establishment of the "Publicity Bureau" in 1900 as the start of the modern public relations profession. Of course, there were many early forms of public influence and communications management in history. Basil

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Clarke is considered the founder of the public relations profession in Britain with his establishment of Editorial Services in 1924.

Academic Noel Turnball points out that systematic PR was employed in Britain first by religious evangelicals and Victorian

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History of public relations -  
Wikipedia

The History of Public Relations, by  
PRDistribution.com CEO, Yan  
Huang, and former English  
professor, D. Hendrix, is the

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Of Ideas  
Internet's most comprehensive body of research covering the history of public relations. Behind the History of Public Relations. While I was doing research to learn more about the history behind our industry, I was not able to find any single body of

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research that covered the full spectrum.

History of Public Relations |  
History of Public Relations  
History of Public Relations Major  
Practices of Public Relations. One  
thing that is not commonly known



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Of Ideas about the Public Relations industry is that it... Media Relations. Media relations personnel have many responsibilities as public relations practitioners in the various... Ethics in Public ...

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History of Public Relations |  
InfoRefuge

1903 – Public relations (PR)  
became a profession as Ivy Lee  
became an advisor of John  
Rockefeller. 1924 – Basil Clark,  
regarded as the first public  
relations professional in UK,

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established Editorial Services.

1928 – Edward Bernays, regarded as the Father of Public Relations, authored the influential book Propaganda.

PR Then and Now: The Evolution of Public Relations | Blog ...

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Public relations (PR) is not a recent invention. The importance of communication with the public and maintenance of positive public image was known as early as in the antiquity but the beginnings of modern PR are traditionally dated in the 18th

# Online Library Public Relations And The History Of Ideas London.

Public Relations Through Time  
Premise: Public relations is a natural and recurring element of human social interaction Public relations is both old and young. It is ancient in its foundations,

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Of Ideas rooted in the earliest interactions of people in societies long gone. It is contemporary in its expression as one of society's emerging professions.

PUBLIC RELATIONS HISTORY -  
Buffalo State College

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Public relations or its equivalents -- propaganda, publicity, public information -- began when mankind started to live together in tribal camps where one's survival depended upon others of the tribe.

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Public Relations History: From the  
17th to the 20th ...

The History Of PR The Beginnings  
of PR. While the idea of using  
communications to influence and  
maintain a positive reputation has  
been... Ivy Lee and the history of  
PR. Ivy Lee is one of the two men



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thought to be the forefather of contemporary public... Edward Bernays: the founder of public ...

The History Of PR - The PR Insider Age of Mass Media / 1923. Edward L. Bernays presented the concept of a "two-way-street" between a

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Of Ideas  
company and the public in his groundbreaking 1923 book, Crystallizing Public Opinion. Within this dynamic, the public relations counselor was expected to explain the public to the client and vice versa.

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PR Timeline — The Museum of  
Public Relations

The Origins of Public Relations

The key element in this was the attempt to enhance PR's credibility by linking it with social science and suggesting that there was a scientific, objective, and

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there-fore factual basis for it. In contrast to these somewhat lengthy definitions theorists have also made their contributions to the definition game.

THE ORIGINS OF PUBLIC  
RELATIONS

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History of Public Relations Plato giving a speech to explain his opinions. Early every year, traditionally in January or February, the president of the United States delivers a message to Congress...

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Of Ideas  
Foundations of Public Relations:  
History & Influences ...

Based largely on primary sources, this book presents the first detailed history of public relations from 1900 through the 1960s.

The author utilized the personal papers of John Price Jones, Ivy L.

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Of Ideas  
Lee, Harry Bruno, William Baldwin  
III, John W. Hill, Earl Newsom as  
well as extensive interviews --  
conducted by the author himself  
-- with Pendleton Dudley, T.J.  
Ross, Edward L. Bernays, Harry  
Bruno ...

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Of Ideas  
The Unseen Power: Public  
Relations: A History (Routledge ...  
THE HISTORY OF PUBLIC  
RELATIONS Public relations  
explained. Do you know the  
history of public relations? It has  
existed for centuries. From the  
ancient... Before 18 th Century:



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The beginnings of PR. There are many examples where public relations was used throughout the... 18 th Century: The age of ...

Adoni Media | THE HISTORY OF  
PUBLIC RELATIONS

The PR industry wouldn't be what

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Of Ideas  
it is today if it wasn't for its pioneers and significant events that laid the foundation of public relations as a notable profession. But let us start from the beginning, that is in 1440 when Johannes Gutenberg invented the printing press.

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The History of Public Relations  
Public relations is not a  
phenomenon of the 20th century,  
but rather has historical roots.  
Most textbooks consider the  
establishment of the Publicity  
Bureau in 1900 to be the founding

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of the public relations profession.

Public relations - Wikipedia

The first is that public relations-like activities (often called 'proto-PR') go back so far in history that the ancient Babylonians and Sumerians in what is now Iraq are

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often held up as instigators due to some messages scrawled on mud-brick walls around 3,000 years ago.

A (VERY BRIEF) HISTORY OF  
PUBLIC RELATIONS

Buy Public Relations, Society and

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the Generative Power of History 1  
Of Ideas  
by Somerville, Ian, Edwards, Lee,  
Ihlen, Øyvind (ISBN:  
9781138317109) from Amazon's  
Book Store. Everyday low prices  
and free delivery on eligible  
orders.

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Public Relations, Society and the  
Generative Power of ...

Buy Public Relations History: From  
the 17th to the 20th Century. The  
Antecedents 1 by Cutlip, Scott M.  
(ISBN: 9780805817799) from  
Amazon's Book Store. Everyday  
low prices and free delivery on

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eligible orders.

This important volume documents events and routines defined as public relations practice, and serves as a companion work to



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the author's The Unseen Power:  
Public Relations which tells the  
history of public relations as  
revealed in the work and  
personalities of the pioneer  
agencies. This history opens with  
the 17th Century efforts of land  
promoters and colonists to lure

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settlers from Europe -- mainly England -- to this primitive land along the Atlantic Coast. They used publicity, tracts, sermons, and letters to disseminate rosy, glowing accounts of life and opportunity in the new land. The volume closes with a description

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of the public relations efforts of colleges and other non-profit agencies in the late 19th and early 20th centuries, thus providing a bridge across the century line. This study of the origins of public relations provides helpful insight into its functions,

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Of Ideas  
its strengths and weaknesses,  
and its profound though often  
unseen impact on our society.  
Public relations or its equivalents  
-- propaganda, publicity, public  
information -- began when  
mankind started to live together  
in tribal camps where one's

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survival depended upon others of the tribe. To function, civilization requires communication, conciliation, consensus, and cooperation -- the bedrock fundamentals of the public relations function. This volume is filled with robust public struggles

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Of Ideas  
-- the struggles of which history is made and a nation built: \* the work of the Revolutionaries, led by the indomitable Sam Adams, to bring on the War of Independence that gave birth to a New Nation; \* the propaganda of Alexander Hamilton, James

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Madison, and John Jay in the  
Federalist papers to win  
ratification of the U.S.  
Constitution -- prevailing against  
the propaganda of the  
AntiFederalists led by Richard  
Henry Lee; \* the battle between  
the forces of President Andrew

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Jackson, led by Amos Kendall, and those of Nicholas Biddle and his Bank of the United States which presaged corporate versus government campaigns common today: \* the classic presidential campaign of 1896 which pitted pro-Big Business candidate



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William McKinley against the  
Populist orator of the Platte,  
William Jennings Bryan. This book  
details the antecedents of today's  
flourishing, influential vocation of  
public relations whose  
practitioners -- some 150,000  
professionals -- make their case

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Of Ideas  
for their clients or their employers  
in the highly competitive public  
opinion marketplace.

This book presents a unique  
overview of public relations  
history, tracing the development  
of the profession and its practices

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Of Ideas  
in a variety of sectors, ranging from politics, education, social movements, corporate communication, and entertainment. Author Cayce Myers examines the institutional pressures, including financial, legal, and ethical considerations,

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that have shaped public relations and have led to the parameters in which the practice is executed today, exploring the role underrepresented groups and sectors (both in the U.S. and internationally) played in its formation. The book presents the

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diversity and nuance of public relations practice while also providing a cohesive narrative that engages readers in the complex development of this influential profession. Public Relations History is an excellent resource for upper level

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Of Ideas  
Undergraduate and graduate courses covering public relations theory, management, and administration; mass communication history; and media history.

This innovative book explores ten

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great works, by well-known thinkers and orators, whose impact has been intellectual, practical and global. Most of the works significantly precede public relations as a phrase or profession, but all are in no doubt about the force of planned public

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communication, and the power that lies with those managing the process. The works are stimulating and diverse and were written to address some of society's biggest challenges. Although not traditionally the focus of public relations research,



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Of Ideas  
they have all had a global impact as communicators and as the foundation for fundamental ideas, from spirituality to war and economics to social justice. Each addresses the implications of structured communication between organizations and

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**Of ideas** and scrutinizes or advocates activities that are now central to PR and its morality. They could not ignore PR, and PR cannot ignore them. This book will be essential reading for researchers and scholars in public relations and communication and

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will also be of inter-disciplinary interest to study in sociology, literature, philosophy, politics and history.

Public Relations, Society and the Generative Power of History examines how histories are used

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Of Ideas  
to explore how the past is constructed from the present, how the present is always historical, and how both past and present can power imagined futures. Divided into three distinct parts, the book uses historical inquiry as a springboard for

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Of Ideas  
engaging with interdisciplinary, critical and complex issues in the past and present. Part I examines the history of corporate PR, the centrality of the corporation in PR scholarship and the possibility of resisting corporate hegemony through PR efforts. The theme of

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Part II is 'Historicising gender, ethnicity and diversity in PR work,' focusing on how gendered and racialised identities have been constructed and resisted both within the profession and through the result of its work. Part III engages with 'Histories of

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Of Ideas  
public relations in the political sphere,' bringing together work on the different ways in which public relations has evolved in changing political contexts, both formally as a function within political institutions and in the context of contributions to

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broader narratives of nationalism and identity. Featuring contributions from leading academics, this book challenges traditional PR historiography and contests the 'lessons' derived from existing literature to address the implications of key areas of



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critically engaged PR theory. This volume is a valuable teaching resource for upper-level undergraduates and postgraduates studying public relations, strategic communications, political communication and

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Organisational communication.

Public relations as described in this volume is, among other things, society's solution to problems of maladjustment that plague an overcomplex world. All of us, individuals or organizations,

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depend for survival and growth on adjustment to our publics. Publicist Edward L. Bernays offers here the kind of advice individuals and a variety of organizations sought from him on a professional basis during more than four decades. With such

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Of Ideas  
knowledge, every intelligent person can carry on his or her activities more effectively. This book provides know-why as well know-how. Bernays explains the underlying philosophy of public relations and the PR methods and practices to be applied in specific

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cases. He presents broad approaches and solutions as they were successfully carried out in his long professional career. Public relations is not publicity, press agentry, promotion, advertising, or a bag of tricks, but a continuing process of social

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Of Ideas. It is a field of adjusting private and public interest. Everyone engaged in any public activity, and every student of human behavior and society, will find in this book a challenge and opportunity to further both the public interest and their own

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In this book the author asks a big question: how did public relations develop in Britain and why? The question is answered through a broad ranging narrative which links the evolution of British

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public relations in the early twentieth century to key political, economic, social, and technological developments. Drawing on oral history interviews and extensive archival research the book highlights some of the sociological issues relevant to a



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Of Mass  
study of public relations and foregrounds the professionalisation of the occupation in the second part of the twentieth century.

The public relations of "everything" takes the radical

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**Of Ideas** position that public relations is a profoundly different creature than a generation of its scholars and teachers have portrayed it. Today, it is clearly no longer limited, if it ever has been, to the management of communication in and between organizations.

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**Of Ideas** Rather, it has become an activity engaged in by everyone, and for the most basic human reasons: as an act of self-creation, self-expression, and self-protection. The book challenges both popular dismissals and ill-informed repudiations of public relations,

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Of Ideas as well as academic and classroom misconceptions. In the age of digitization and social media, everyone with a smart phone, Twitter and Facebook accounts, and the will and skill to use them, is in the media. The PR of everything – the

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Ubiquitousness of public relations  
- takes a perspective that is less  
concerned with ideas of  
communication and information  
than with experience and drama,  
a way of looking at public  
relations inside out, upside down  
and from a micro rather than a

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macro level. Based on a combination of the research of PR practice and critical-thinking analysis of theory, and founded in the author's extensive corporate experience, this book will be invaluable reading for scholars and practitioners alike in Public

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Of Ideas, Communications and  
Social Media.

This volume presents a historical and objective overview of the field of public relations in the past century. It discusses some of the landmark cases in public

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Of Ideas, critiques the philosophies of innovators such as Ivy Lee and Edward Bernays, and explores how corporate public relations has affected economic and political trends. The author concludes by offering long-term alternatives for the



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future of public relations valuable  
to both practitioners and  
corporate executives.

The history of PR has received  
limited attention over the years,  
and especially the role of women  
in PR has been an "untold" story

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thus far. This book is the first attempt, following research presented at the International History of Public Relations Conference, to shed light on the significant role that female pioneers have played in the evolution of PR. This book

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**Of Ideas** explores the field in a way that will offer insight of the significance that women had in the evolution of PR, with diverse chapters that provide rich perspectives on women's contributions to PR throughout the years and across the globe. It

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opens with an overview of women in public relations. Later chapters focus on the case of Turkey, which seems to have a rich history of women in public relations, then focus on specific cases from Oceania (Australia), Europe (Spain), Asia (Malaysia

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and Thailand) and America (US).  
The final chapter deals with the  
case of Inez Kaiser, who was the  
first African-American woman to  
open a U.S. public relations  
agency. This book will add  
knowledge and understanding to  
the fields of PR history and

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historiography. Academics and researchers will find the volume appropriate for research and teaching. Practitioners will also find the book extremely relevant for training, short courses and professional practice.

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Over the centuries, scholars have studied how individuals, institutions and groups have used various rhetorical stances to persuade others to pay attention to, believe in, and adopt a course of action. The emergence of public relations as an identifiable

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Of ideas and discrete occupation in the early 20th century led scholars to describe this new iteration of persuasion as a unique, more systematized, and technical form of wielding influence, resulting in an overemphasis on practice, frequently couched within an



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**Of Ideas** American historical context. This volume responds to such approaches by expanding the framework for understanding public relations history, investigating broad, conceptual questions concerning the ways in which public relations rose as a

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Of Ideas  
practice and a field within  
different cultures and countries at  
different times in history. With its  
unique cultural and contextual  
emphasis, Pathways to Public  
Relations shifts the paradigm of  
public relations history away from  
traditional methodologies and

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Of Ideas assumptions, and provides a new and unique entry point into this complicated arena.

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