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appropriate for use in undergraduate courses on public-relations

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management, public-relations cases and campaigns or business management or integrated-communication management.

Applied Public Relations: Cases in Stakeholder Management (Routledge Communication Series) By Lawrence F. Lamb, Kathy Brittain McKee Bibliography

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ABSTRACT. This research was on the Role of Public Relations in Crisis Management, a case study of the Etiti Ihitte-Uboma, L.G.A. of Imo State. Crisis is a necessary evil, a sine quo non. This was so because in the process to satisfy needs, people and organizations engaged in different activities and as a result crisis emerged.

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