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17-20 CENTURY IN THE HISTORY OF PUBLIC RELATIONS(CHINESE EDITION)



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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: November 2012 Pages: 294 Language: Chinese in Publisher: Fudan University Press Public Relations :17-20 century history records came to be defined as some of the early events and practice of public relations. This definition is controversial. Until the late 19th century. the term public relations was widely used in our language. A well-known professor of history at Yale University has said so: anything. to understand their nature. should look at how it is developed. This is exactly what we have been research the origins of the purpose of public relations practice. Although the role of public relations is often difficult to be found. and aware of. but it really and truly in our democratic society occupies an important position. History of public relations in the United States began in the 17th century. and during that period the land salesman with colonists committed attract European immigrants mainly from the UK to settle this piece of the Atlantic coast uncivilized land. They use propaganda. preaching. issuing manuals and correspondence and other means to promote the vitality and bright prospects of this new world. :17-20-century history of public relations under Hul public relations behavior of universities and other nonprofit organizations in the early 20th century. the end of the 19th century. the the PR development history of the centuries in series. Cited the efforts made by many people to fight for freedom of speech in the history of public relations :17-20 Century: Revolution. under the leadership of the indomitable Samuel Adams started the War of Independence. and create a new country; to Amos Kendall (Amos Kendall). led by Andrew Jackson President (Andrew Jackson) sent the historic Nicholas Biddle (N.icholas...



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