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Various writers define Public relations in various ways. According to Haywood (1991, p.4) public relations is "the management of corporate reputation". This is a simple definition and it is very easy to understand. This definition expresses the main goal of public relations. That is public relations enhance the company's reputation.

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This column aims to explain in less than 700 words the world of Public Relations to those who most ... who worked in traditional professions who want to know what really goes on in Public Relations. I was to write the second part of the theme I focused on last week but decided to postpone that to next week ... Public Relations for dummies ...

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