

## PHILADELPHIA UNIVERSITY LIBRARY

## Online Catalogue

## Public relations practices: managerial case studies and problems



Author Center, Allen H. (Author) Jackson, Patrick (Author)

Publication Data Upper Saddle River, New Jersey: Prentice - Hall, 2003

Edition 6th ed.

Physical XIV, 418p

ISBN 0-13-613803-9

Subject Area Management

**Subject Headings PUBLIC RELATIONS -- CASE STUDIES** 

Call Number 659.2 CEN

Philadelphia University Library 2011