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## ONLINE CATALOGUE

**Manage your reputation: how to plan public relations to build and protect the organization's most powerful asset**

	<b>Author</b>	Haywood,Roger (Author)
	<b>Publication Data</b>	London: Kogan Page, 2002
	<b>Edition</b>	2nd ed.
	<b>Physical Description</b>	XII, 276p
	<b>ISBN</b>	0-7494-3794-4
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	PUBLIC RELATIONS
	<b>Call Number</b>	659.2 HAY
Philadelphia University Library 2011		