

## PHILADELPHIA UNIVERSITY LIBRARY

## Online Catalogue

## International public relations: negotiating culture, identity, and power



Author Gaither ,T. Kenneth (Author)
Responsibility Data Patricia A. Curtin, T. Kenn Gaither
Publication Data Thousand Oaks: Sage Publications, 2007

Physical Description Xiii, 304 p.: ill.; 23 cm.

ISBN 1-4129-1415-9

Subject Area Management
Subject Headings Public relations Public relations — Cross-cultural studies Intercultural communication Culture and globalization
Call Number 659.2 CUR

Philadelphia University Library 2011