the Institute 87 Public Relations



# PLANNING & MANAGING APUBLIC RELATIONS CAMPAIGN

A step-by-step guide

Short campaigns and full programmes

Setting objectives, strategy and tactics

Timescales, resources and evaluation

Anne Gregory

Copper spectant between the

# <u>Planning And Managing A Public Relations Campaign A</u> <u>Step By Step Guide</u>

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# Planning And Managing A Public Relations Campaign A Step By Step Guide:

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