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# TRUST ME, PR IS DEAD



Cornerstone. Paperback. Book Condition: new. BRAND NEW, Trust Me, PR is Dead, Robert Phillips, In Trust Me, PR is Dead, Robert Phillips - the former EMEA CEO of Edelman, the world's largest public relations firm - calls the end of the PR industry and advocates new models of public leadership and public value. He tells tales from the front line and twenty-five years at the summit of PR, from the 'Hello Boys' Wonderbra campaign to sharing the stage with CEOs...

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- Authored by Robert Phillips
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