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Public Relations, Edward L. Bernays and the American Scene: Annotated Bibliography of and Reference Guide to Writings by and about Edward L. Bernays (Classic Reprint)

By Edward L Bernays

Forgotten Books, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Public Relations, Edward L. Bernays and the American Scene: Annotated Bibliography of and Reference Guide to Writings by and About Edward L. Bernays By any test, public relations is today a recognized profession; it has its responsible practitioners; it has a growing number of university courses; it has a growing sense of social responsibility. It has its own training courses and it can point to a steady growth of conscious public relations activity by profit and non profit institutions and by government agencies with professional public relations counsel in charge. Most important for our purposes, public relations has its own field of literature and this book will deal with a vital segment of that field. Literature on public relations is extensive, but a check of public libraries reveals that much of this literature is scattered in books on related subjects and in magazines. Bibliography of the field is extremely limited. Yet bibliography is recognized as a vital tool in providing an organized approach to basic knowledge and points of view in any subject....


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