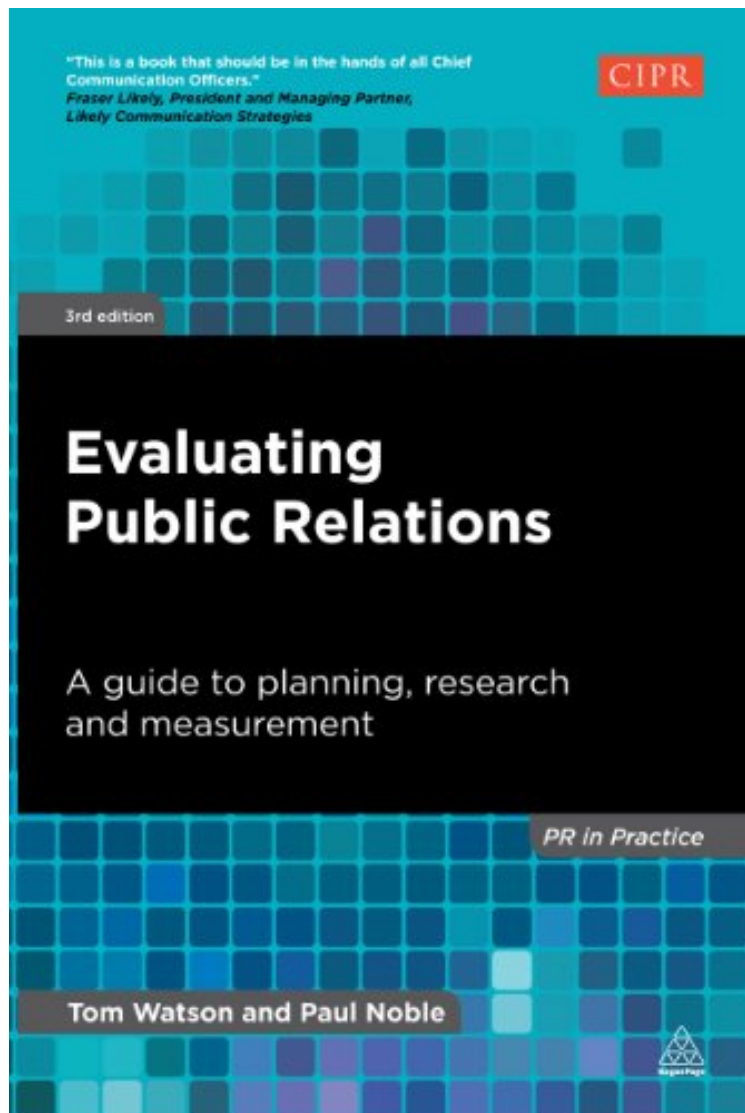


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## Evaluating Public Relations: A Guide to Planning, Research and Measurement (PR In Practice)

*Tom Watson, Paul Noble*

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