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EFFECTIVE PUBLIC RELATIONS UPPER SADDLE RIVER, NEW JERSEY 07458 9 TH EDITION SCOTT M. CUTLIP, APR, PRSA FELLOW Dean Emeritus Henry W. Grady College of Journalism and Mass Communication The University of Georgia ALLEN H. CENTER, APR, PRSA FELLOW Distinguished Resident Lecturer

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Chapter 9 "The Public Relations Process" RACE" gives an overview of the four-step process of strategic

public relations management, abbreviated as RACE, and associated processes of analysis and planning. The more advanced discussions of public relations as a strategic management function begins

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