

Strategic Planning For Public Relations: Beginning The Journey By Tricia Hansen-Horn;Adam E. Horn



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I had a fun interview this morning with Jon Hansen on his PI Window on Business radio show. We discussed how writing a book can be a powerful tool for building your

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Tricia Hansen-Horn, Ph.D. UCM Public She is co-author of Strategic Planning: Beginning the Journey and Association of Healthcare Public Relations and

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Kathy Feng won in her first piano competition at eight years old and decided on a lifelong pursuit of classical music public relations, strategic planning,

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