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Marketing Public Relations Gaetan Giannini

Giannini brings together in his textbook two fields that are converging in the workplace - marketing and public relations. He introduces the concept, discusses the important role marketing public relations plays in an organization (including strategic planning), explains how to develop a marketing public relations plan, and describes, with examples, the strategies and tactics, like press kits ...

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About Gaetan T. Giannini: Gaetan Giannini is an Assistant

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Gaetan T. Giannini, Ed.D. is the Chair of International Business, Marketing, and Pharmaceutical Marketing majors and Assistant Professor of Marketing in the Division of Business at Desales University where he teaches Principles of Marketing and Consumer Behavior in the undergraduate program and Marketing Management in the MBA program.

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Gaetan T. Giannini, Ed.D. is Marketing Department Chair and Assistant Professor of Marketing at DeSales University in Center Valley, PA. He was formerly the Dean of Business and Entrepreneurial Initiatives at Montgomery County Community College in Blue Bell, PA and the Dean of the School of Adult and Graduate Education as well a Chief Marketing Officer at Cedar Crest College in Allentown, PA.

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Test Bank for Marketing Public Relations Gaetan T. Giannini

Gaetan Giannini Jr., chairman of the business, management and economics department at Cedar Crest College in Allentown, Pa., delivers exactly that when he attempts to combine marketing, public relations, and social media into Marketing Public Relations (MPR). It's a book you want to like.

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Marketing Public Relations / Edition 1 by Gaetan Giannini

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I bumped into Gaetan Giannini virtually in an online, social networking group and he graciously offered to send me a review copy of this book. I'm very glad we had that chance encounter because this book is a comprehensive guide to modern public relations and marketing that others need to know about.

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