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17-20 century in the history of public relations(Chinese Edition)

By MEI) SI GE TE KA TE LI PU (Scott M.Cutlip)

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Language: Chinese in Publisher: Fudan University Press Public Relations :17-20 century history records came to be defined as some of the early events and practice of public relations. This definition is controversial. Until the late 19th century. the term public relations was widely used in our language. A well-known professor of history at Yale University has said so: anything. to understand their nature. should look at how it is developed. This is exactly what we have been research the origins of the purpose of public relations practice. Although the role of public relations is often difficult to be found. and aware of. but it really and truly in our democratic society occupies an important position.

History of public relations in the United States began in the 17th century. and during that period the land salesman with colonists committed attract European immigrants mainly from the UK to settle this piece of the Atlantic coast uncivilized land. They use propaganda. preaching. issuing manuals and correspondence and other means to promote the vitality and bright...



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