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LET THE WORLD Publicity and KNOW Promotion Handbook

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With Templates to Make the Process Simple BY VAL PAGET

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the publicity handbook new edition the inside scoop from more than 100 journalists and pr pros on how to get great publicity coverage and implementing effective marketing and advertising plans. Contained in the following pages is general information about marketing and advertising, particularly for college students, as well as frequently used publicity outlets here at the University of Illinois. Some of the questions that will be

answered inside this handbook are the following:

Marketing and Advertising Handbook - Public Affairs

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