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PUBLIC relations 40 N o v e m b e r / D e c e m b e r 20 01 PharmaVOICE tions, relationship marketing, and directto consumer advertising. "What we need to deliver on the public relations side is a team that has an under standing of all the different communications disciplines," Mr. McGregorPaterson says.

The Practice of Public Relations - 2012
Fraser P. Seitel is a veteran of five decades in the practice of public relations, beginning, he claims, "as a child." In 2000, PR Week magazine named Mr. Seitel one of the 100 Most Distinguished Public Relations Professionals of the 20th Century. In 1992, after serving for a decade as senior vice president and director of public affairs for The Chase Manhattan Bank, Mr. Seitel formed ...

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About Public Relations | PRSA
Therefore, in 1980, he wrote the first edition of The Practice of Public Relations "to give students a feel for how exciting this field really is." In three decades of use at hundreds of colleges and universities, Mr. Seitel's book has introduced generations of students to the excitement, challenge, and uniqueness of the practice of public relations.

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