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Sommario/riassunto	Exploring Public Relations is the definitive academic text on Public Relations. Now in its third edition, the book is essential reading on courses in PR at undergraduate and postgraduate level. It continues to provide a critical analysis of the subject and a sophisticated blend of theory with real life, and includes many case studies, activity exercises, discussion questions and full colour photographs to illustrate the discussions in the text. There is new coverage of the impact of Web 2.0 technologies on PR as well as updated case studies and examples throughout the book to engage students of this exciting subject.