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Sommario/riassunto	For undergraduate Introduction to Public Relations courses. Pairing Fraser Seitel's unique, humorous voice with the most up-to-date case studies, interviews, news photos, and other techniques, the Practice of Public Relations is truly an "in-your-face" Public Relations textbook. The 12th edition continues the theme of giving students the knowledge and skills they need to know to be successful in today's world of public relations -including heavy emphasis on social media and ethics.