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## PRACTICAL PUBLIC RELATIONS FOR THE SMALL BUSINESS: TOOLS AND TACTICS FOR COMPETITIVE ADVANTAGE



iUniverse, United States, 2009. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Dave Skocik holds a masters degree in communication and is nationally accredited by the Public Relations Society of America, for which he s served as a state chapter president, eastern region district representative, and as a national educational committee member. His 25 years experience in public relations working with diverse audiences is broad and includes 11 years as...

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- Authored by David Skocik Ma Apr
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