

**Gaining Influence In Public Relations: The Role Of Resistance In Practice
(Routledge Communication Series)**

By Bruce K. Berger

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For public relations practitioners at any level, *Gaining Influence in Public Relations*, by Bruce K. Berger and Bryan H. Reber, summarizes what many public relations

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Gaining influence in public relations: The role of resistance in practice. Mahwah , NJ : Lawrence Erlbaum Associates . View all references; Reber & Berger, 2006 6

Bruce K. Berger (Author of Gaining Influence in -

Bruce K. Berger is the author of Gaining Influence in Public Relations (4.00 avg rating, 1 rating, 0 reviews, published 2005), Creating the Future in Com

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The Role of Public Relations in Influence It means that influence is as much created as it is earned, which has a definite impact on the future of public relations.

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1. ,HANDBOOK OF PUBLIC RELATIONS, Editor; Robert L. Heath, Sage Publ. ADVERTISING AND PUBLIC RELATIONS LAW (ROUTLEDGE COMMUNICATION SERIES), Roy L. . GAINING INFLUENCE IN PUBLIC RELATIONS: THE ROLE OF RESISTANCE IN PRACTICE, Bruce K. Berger (Author), Bryan H. Reber

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Reber, B.H. and Berger, B.K. (2006b), Gaining Influence in Public Relations. The Role of Resistance in Practice, Lawrence Erlbaum Associates Inc., Mahwah, NJ. 35.

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public sphere compels managers to face a more complex environment. The management of communication relationships with diffe- Berger, Bruce K. y Reber, Bryan H. (2006), Gaining Influence in The Role of Resistance in Practice, Lawrence Erlbaum Public Relations in Society, Blackwell Publishing, Malden.

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