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~~RELATIONS~~

~~Interview~~

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~~Manipulation |~~

~~Rejection,~~

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and their
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and mediated, up
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theories above

and the benefits

of studying

communication

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informant such as public relations, promoters, even someone who is important in the company is really needed. This refers to the existence of different patterns of human thought, resulting in

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conflicts of mis-
understanding.

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~~Relations~~

~~Communication~~

~~Theory According~~
~~to ...~~

In public
relations,
systems theory
can be applied
to many aspects
to regulate the

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Relations From

of Theory To

organisations.

This theory is

utilised while

creating

business systems

to analyse the

problems that

needs to be

diagnosed.

~~Systems Theory~~

~~and Public~~

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public relations

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the discussion
and debate of
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public health
issues with a
focus on
european affairs
it describes the
social and
individual

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According to
Johnsten and
Zawawi (2004) on
the public
relations
theory, they
defined public
relations as the
principle and a
strategic
management
functions which

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provides and to
maintain
mutually
beneficial
relationship of
the company and
the public in
order to create
a develop
conditions and
policy. In
regards of this,
public relations
as a management

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functions in the
company also has
a big role and
responsibility
to assist the
company in
significant to
achieve
company's main
objectivity.

~~The Public~~

~~Relations Theory~~

~~— UKEssays.com~~

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The Excellence
theory is a
general theory
of public
relations that
“specifies how
public relations
makes
organizations
more effective,
how it is
organized and
managed when it
contributes most

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to Relations From

organizational
effectiveness,
the conditions
in organizations
and their
environments
that make
organizations
more effective,
and how the
monetary value
of public
relations can be

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determined". The
excellence
theory resulted
from a study
about the best
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was headed ...

~~Excellence~~

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be worse.

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relations
landscape has
changed

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dramatically
from what it was
in 1989, when
the original
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substantial
shifts in the
intervening
years, Public
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theory,
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