

All PR is Local.

A Guidebook to

Basic and Strategic Public Relations

Special Feature: Book of 25 PR Forms

Instructions • Commentary • Case Profiles • Proposals

For Small Businesses and Non-Profit Organizations

PR Professionals and College Students

*Plus: How to Create an In-House PR Agency
and Save Up To 17% in Ad Costs!*

By Jack J. Prather

Founder of the Multiple Award-Winning Prather Strategic Public Relations Group
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