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Relations providers of information. The first large-scale public relations effort in the United States was intended to shape public opinion following the nation's entry into World War I. The books *The Hucksters* and *The Man in the Gray Flannel Suit* are important because

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From the list below, identify one major public relations trend of the 1990s. Public relations firms began to lose market share to advertising agencies. The public's trust in public relations grew significantly. Smaller agencies merged into international "super agencies" Larger firms broke off into smaller

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"boutique" agencies.

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- The current practice of professional and ethical public relations. Material Requirements Laptop Computer Assignments and Grading Policy Group Written Plan 100 Group Presentation 100

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These values provide the foundation for the

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Relations Code of Ethics and set the industry standard for the professional practice of public relations. These values are the fundamental beliefs that guide our behaviors and decision-making process. We believe our professional values are vital to the integrity of the profession as a whole.

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