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Effective Public Relations(9th Edition) by Scott M. Cutlip , Allen H. Center , Glen M . Broom Paperback , 624 Pages , Published 2005 by Prentice Hall ISBN-13: 978-0-13-008200-8, ISBN: 0-13-008200-7

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"Public relations is the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends." — Effective Public Relations, Cutlip, Center & Broom, page 5, 9th edition. How does public relations earn public understanding and acceptance?

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Public relations practice could apply the public information and two-way symmetric models to assist with effective communication between the organisation and its publics. Public information in the form of a website, campaign or brochures, could provide factual information to the public that addresses their concerns and queries (Newsom & Turk 2007).