

Challenges and opportunities for the PR profession

A presentation by Professor Srirmsesh, Professor of Public Relations at the School of Business, Massey University, in Wellington, New Zealand and academic external assessor to the Faculty of Management at the University of Pretoria.

He is also the co-author of the expanded and revised second edition of the Global Public Relations Handbook which in its 950 pages provides “an extended discussion on the history, development and current status of the public relations industry from a global perspective” and is hailed as the leading academic PR specialist in the world.

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Cost: Prisa member R100; Non-members R150

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