



Public Affairs Techniques for Business (Thorogood Reports)

Peter Wynne-Davies

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Public affairs is a tool that enables us to steer a way around an imminent disaster or to alert policy-makers that something must be done to minimize its effect. It is also a route to avoiding possible crises in the first place. Furthermore, public affairs is now an essential component of any successful company's strategy for communicating effectively and protecting market share.

This *Report* shows in practical terms how to counter potential threats through a professionally structured and implemented public affairs campaign. Today's successful companies recognize that in order to survive and prosper, a comprehensive and disciplined approach to public affairs is no longer just a useful asset, it is a necessity.

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