## [PDF] Strategic Writing: Multimedia Writing For Public Relations, Advertising, And More

Charles Marsh, David W. Guth, Bonnie Poovey Short - pdf download free book



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## **Description:**

In its third edition, *Strategic Writing* emphasizes the strategic, goal-oriented mission of high-quality media and public relations writing with clear, concise instructions for more than 40 types of

documents.

This multidisciplinary text covers writing for public relations, advertising, sales and marketing, and business communication. Featuring a spiral binding, numerous examples and a user-friendly "recipe" approach, *Strategic Writing* is ideal for public relations writing classes that include documents from other disciplines.

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