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public communication campaigns / author: edited by ronald e. rice and william j. paisley. --publication info: beverly hills : sage publications, c1981.

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in 1981 the first edition of public communication campaigns effectively presented the state of the art in public communication campaigns. program managers ...

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b13. rice, r. e. & atkin, c. k. (eds.) (2012). public communication campaigns (4th ed). thousand oaks, ca: sage. isbn 9781412987707 [translated and published in ...

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our definition of health communication where good health promotion and good communication practice meet.2
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summary i. introduction as public communication campaigns grow more sophisticated and strategic, evaluation is not keeping pace with their innovation.

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relevance for public health: the thcu workbook will be helpful for communications specialists and other public health program providers. for instance, it can be used ...

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application of management techniques to public relations; public relations strategy; campaign development. prereq: 2331 (431), and enrollment in comm or journal major ...