



Public Communication Campaigns

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In this new, fully revised and expanded fourth edition of *Public Communication Campaigns*, Rice and Atkin provide readers with a comprehensive, up-to-date look into the field of public communication campaigns. The subject of campaigns has become increasingly high profile in the academic world in the decade since the last edition, and hundreds of new studies on campaign theory and practice have been published since 2001. Largely rewritten to reflect the latest theories and research, this text continues in the tradition of ongoing improvement and expansion into new areas.

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