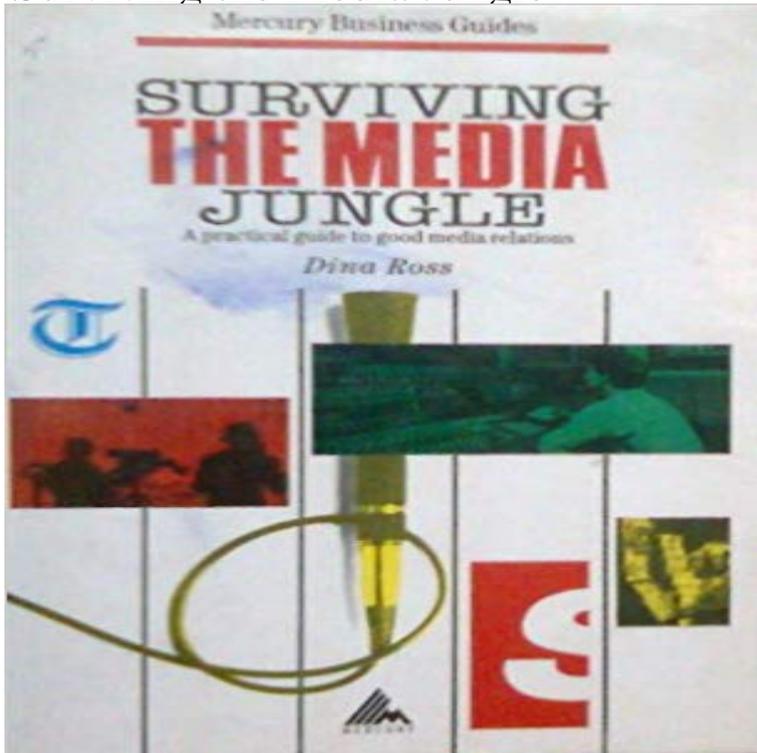


Surviving the Media Jungle



With the advent of the single European market and the growth of satellite and cable television, there is a need for businesses to harness pan-European marketing techniques, which include dealing with the European media. This book deals with various forms of press and broadcast media and argues why businesses need to cultivate good relations with them. It also charts the growth and increase in sophistication of public relations techniques in the USA and UK, and demonstrates how the media can influence corporate culture.

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