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PR CSR!

Indonesia
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Experiences

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This book is a result of great collaboration between The Association of Communication Higher Education, Indonesia (ASPIKOM) and University Sains Malaysia (USM). Understanding the important of Public Relations and Corporate Social Responsibilities nowadays, this book presents ideas from Indonesia and Malaysia communication schollars as well as practitioners, from research result and practical experiences. Therefore, this fruitfull thought will give its readers wider knowledge and understanding in the field of Public Relations and Corporate Social Responsibility from the academic and practice perspectives. In short, this book covers a board range of Public Relations and Corporate Social Responsibility, for which we are greatful of.

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