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# MEET THE PEOPLE: WHY BUSINESSES MUST ENGAGE WITH PUBLIC OPINION TO MANAGE AND ENHANCE THEIR REPUTATIONS



Harriman House Publishing. Paperback. Book Condition: new. BRAND NEW, Meet the People: Why Businesses Must Engage with Public Opinion to Manage and Enhance Their Reputations, James Frayne, The power of the public. A revolution has taken place in corporate communications in recent years. Democracy has arrived. The ongoing expansion of the web - and above all social media - means the public have the power to shape the image and reputation of businesses in giant public conversations. On social media...

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- Authored by James Frayne
- Released at -



#### Reviews

This book is really gripping and fascinating. Of course, it is actually play, nonetheless an interesting and amazing literature. You will not feel monotony at anytime of the time (that's what catalogs are for about if you request me). -- Delbert Gleason

The very best publication i possibly read. it was writtern very perfectly and useful. Once you begin to read the book, it is extremely difficult to leave it before concluding. -- Wilhelm Predovic

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