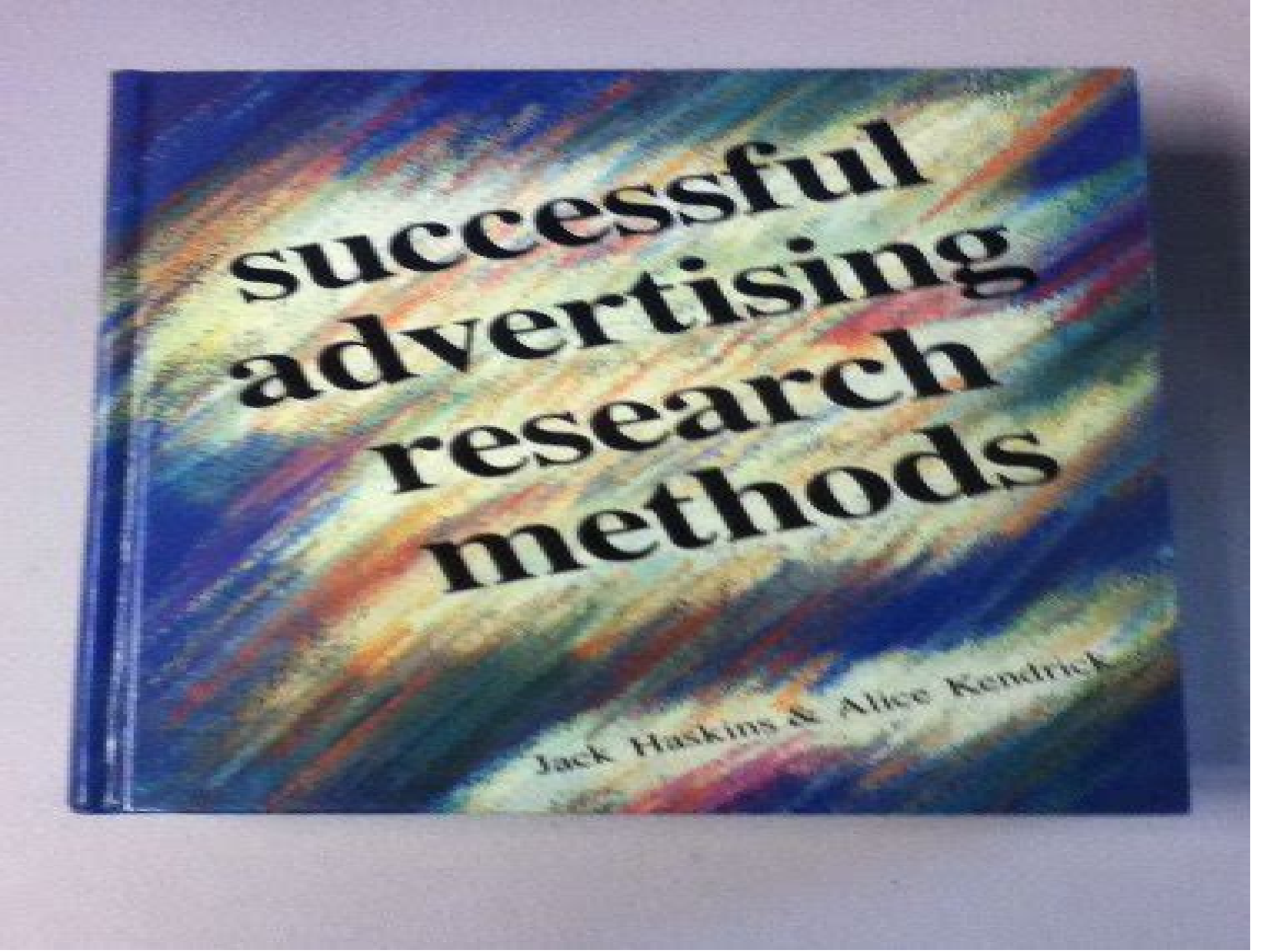




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Qualitative Research Methods in Public Relations and Marketing Communications Christine Daymon, Immy Holloway, 2005-06-29 A practical highly accessible guide for novice researchers conducting qualitative research in public relations and marketing communications this book guides the reader through all aspects of the research process

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