

Integrated Strategic Communication: Influencing And Changing Public Opinion And Behavior By Robert J Ristino Ph.D.

By Robert J Ristino Ph.D.

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strategic communications is an orchestrated use of channels of communication to move and influence public Successful strategic communication means integrated

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5.3.5 Integrated communication 123. 5.3.5.1 Public committee on communication and public opinion can greatly influence attitude change

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They felt this trend was a major concern because the media could sway public opinion influence the implementation of the strategic Change in Public

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