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whereas public relations is
an earned media. Advertising
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practitioners should be
providers of information.

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Relations important because

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1990s. Public relations firms began to lose market share to advertising agencies. The public's trust in public relations grew significantly. Smaller agencies merged into international "super

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agencies" Larger firms broke off into smaller "boutique" agencies.

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- The current practice of professional and ethical

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?269=B 208-?238=C 177-?207=D

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