



PR Contacts & Resources

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PR Resources

- ***Let the World Know*** http://62toast.com/uploads/Pub_LetWorldKnow.pdf
- **VP PR guide** http://62toast.com/uploads/Pub_When_You_Are_VPPR.pdf
- **Public Relations Society of America** <http://www.prsa.org>
- Book: ***Public Relations Strategies and Tactics*** ISBN: 0-205-36073-4
- Book: ***Reputation Management*** ISBN: 0-205-36073-4