

The Main Title: The Subtitle

By Author's_Name

Dedication

TK

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FOREWORD

Name_of_Foreword_Writer

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Author's Preface

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ONE

Introduction

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Endnotes

Chapter One

1. Simon Cottle, ed., News, Public Relations and Power (London: Sage Publications, 2003), 3.

Chapter Two

1. Roland Marchand, Creating the Corporate Soul: The Rise of Public Relations and Corporate Imagery in American Big Business (Berkeley: University of California Press, 1998).

NOTE: IF POSSIBLE, RE-START THE NUMBERING OF ENDNOTES AT THE BEGINNING OF EACH CHAPTER.

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Allen, Craig. Eisenhower and the Mass Media: Peace, Prosperity, and Prime-Time TV. Chapel Hill, NC: University of North Carolina Press, 1993.

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Abrams, Floyd. "Will the First Amendment Survive the 1980's?" Vital Speeches of the Day 51, no. 13 (April 15, 1985): 412.

Adair, Bill. "Corporate Spin Can Come in Disguise." St. Petersburg Times, September 10, 2006. [Http://www.sptimes.com/2006/09/10/news_pf/Worldandnation/Corporate_spin_co.shtml](http://www.sptimes.com/2006/09/10/news_pf/Worldandnation/Corporate_spin_co.shtml).

Author's Bio

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