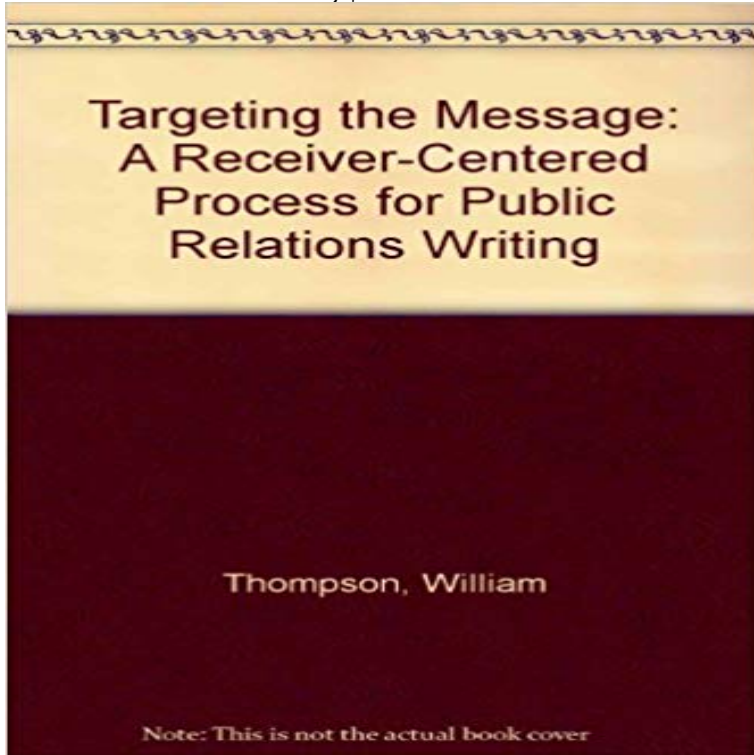


Targeting the Message: A Receiver-Centered Process for Public Relations Writing



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