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Guth & Marsh, Public Relations: A Values-Driven Approach ...
A fifth edition of a textbook he co-authored with Professor Charles Marsh, "Public Relations: A Values-Driven Approach," was published in 2011. He is also the co- Guth is an associate professor at the William Allen White School of Journalism and Mass Communications, University of Kansas.

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To provide public relations counsel and strategic communications services which enable our clients to build strong relationships, and to influence attitudes and behaviors in a complex world. We undertake our mission through convergence by integrating specialist knowledge of practices and industries, local market understanding, proprietary methodology and breakthrough creativity.

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