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Cet ouvrage présente les essentiels de l'expertise de la relation. De façon synthétique et claire, il traite :

- les définitions, l'histoire et les notions fondamentales des RP ;
- l'éthique et les approches scientifiques des RP ;
- les outils et modalités d'évaluation ;
- les évolutions des RP à l'ère numérique.

Que vous soyez étudiant ou professionnel dans le domaine des RP, cet ouvrage sera pour vous

un outil pédagogique de référence.

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