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Author: Paul Argenti Publisher: McGraw-Hill Higher Education Edition: 7th, Seventh, 7e Year: 2015 Format: Paperback 336 pages ISBN 13: 9780073403274 (978-0-07-340327-4) ISBN: 007340327X (0-07-340327-X) Corporate Communication Paul by Argenti 7th

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standards. Next, the airline devised an emergency communication plan. Finally, he used the media as a platform to get the information out to consumers in hopes to regain their confidence.

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