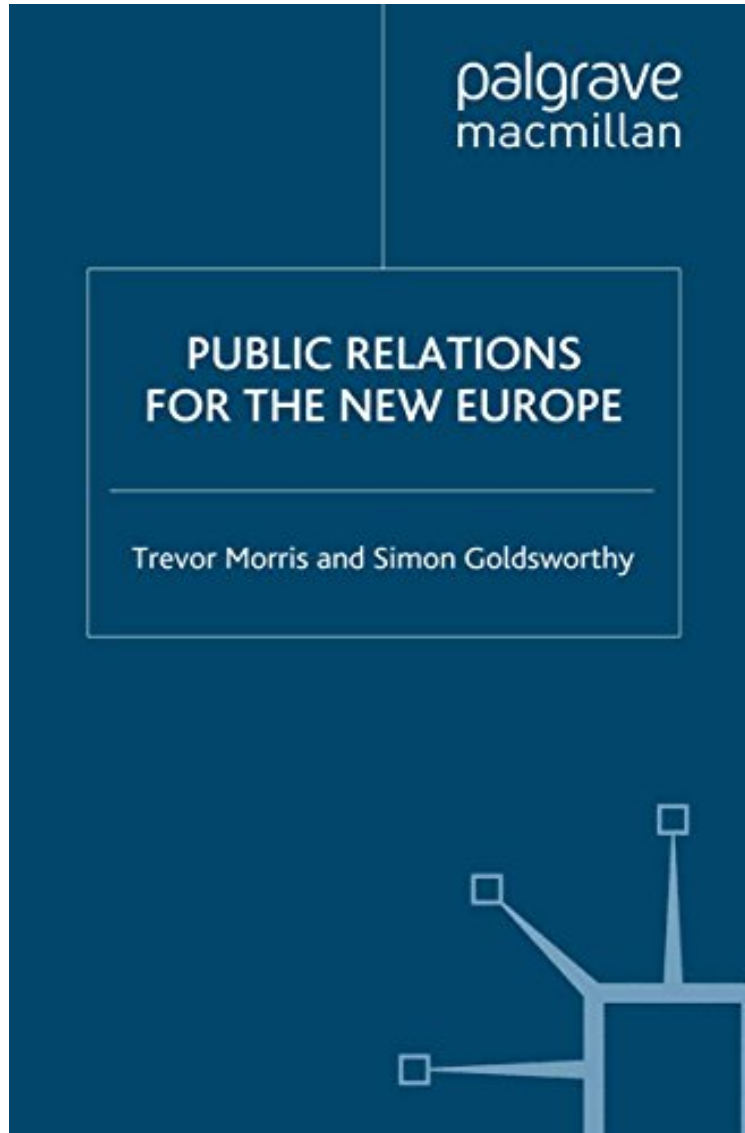


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## Public Relations for the New Europe

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**About the Author**  
**Author Trevor Morris:** Trevor Morris is one of the UK's most senior PR practitioners. Until 2003 he was Chief Executive of Chime Communications Public Relations Group, the UK's largest PR group. In over 25 years in the industry Trevor successfully built a major PR consultancy, worked for numerous major companies and government bodies. He maintains a high profile within the industry and PR Week has described him as one of the most influential people in public relations. **Author Simon Goldsworthy:** Simon established London's first Master of Arts course in public relations and has since added the teaching of public relations to the University's well-known undergraduate media studies programme. He has lectured to international audiences, including Johns Hopkins University, USA, and at the Sorbonne, France, where he is a Visiting Professor. He has also worked as a PR consultant in the private sector.