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**By Laura Mazur**

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By Mazur, Laura. Read preview. Magazine article Marketing. Wise Companies Know carried out by the Economist Intelligence Unit for KPMG Consulting,

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Strategic Communications Management: Making Public Relations Work (Economist Intelligence Unit) and was editor of Marketing Magazine in White, Jon; Mazur, Laura.

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White, Jon; Mazur, Laura; Economist Intelligence Unit. Provides a 'toolkit' of techniques for effective management of public relations. Public relations

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Marketing 2000 : critical challenges for corporate survival. Mazur, Laura. Marketing 2000. Economist Intelligence Unit ; New York, NY, USA : Business

<http://www.worldcat.org/title/marketing-2000-critical-challenges-for-corporate-survival/oclc/24848311>

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Laura Mazur has been a business journalist since 1978 and was editor of the UK s Marketing published by the Economist Intelligence Unit and

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& Mazur, Laura. (1995). Strategic [London] : Economist Intelligence Unit ; Reading, Mass : Strategic communications management : making public relations work

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White, Jon, Mazur, Laura. Published by Longman Group United Kingdom (1994) ISBN 10:

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