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| Article | Tools and techniques for product design | <https://www.cirp.net/images/cirpfichiers/annals/2014/2014-63-2-0607-Dn.pdf> |
| Article | Public Relations: Strategies and Tactics | <http://lib.oup.com.au/he/media_journalism/Chalkley_CDMEL2e_Online.pdf> |
| Article | Methodology and tools to support design and development of new products | <https://www.researchgate.net/publication/282674067_Methodologies_a>  nd\_tools\_to\_support\_design\_and\_development\_of\_new\_products |
| Book | Public Relations | <https://2012books.lardbucket.org/pdfs/public-relations.pdf> |
| Book | THE EFFECTIVE PUBLIC RELATIONS STRATEGY | <https://www.academia.edu/33155602/THE_EFFECTIVE_PUBLIC_>  RELATIONS\_STRATEGY |
| Article | Operationalising Strategy : An Evaluation of Strategy in Public Relations Campaigns | <https://www.academia.edu/22400669/Operationalising_>  Strategy\_An\_Evaluation\_of\_Strategy\_in\_Public\_Relations\_Campaigns |
| Article | The role of public relations: A case of selected corporate organisations within the greater Durban area | <https://www.academia.edu/38934590/The_role_of_public_>  relations\_A\_case\_of\_selected\_corporate\_organisations\_within\_the\_  greater\_Durban\_area |
| Book | Public Relations (PR) and Personnel Management | <https://www.academia.edu/24893619/Public_Relations_PR>  \_and\_Personnel\_Management |
| Material | What Is Public Relations? PR Functions, Types, & Examples | <https://www.feedough.com/what-is-public-relations->  pr-functions-types-examples/ |
| book | Introduction to Public Relations Campaigns | <http://lib.oup.com.au/he/PR/samples/sheehan_prcamp2e_sample.pdf> |
| Material | PR Tools and Techniques | <https://www.ipr.org.uk/pr-tools-and-techniques.html> |
| Material | 16 PUBLIC RELATIONS TOOLS AND TACTICS THAT CAN HELP GROW YOUR BUSINESS | <https://www.seo.com/blog/16-public-relations-tools-and-tactics->  that-can-help-grow-your-business/ |
| PPT | Different Tools of Public Relations | <https://www.slideshare.net/Housefull1234567890/different->  tools-of-public-relations |
| PPT | Public Relations Strategies and Tactics | <https://www.academia.edu/2939835/Public_Relations_Strategies>  \_and\_Tactics |
| PPT | PR Campaign | <https://www.slideshare.net/Shashi04/pr-campaign-11983728> |
| PPT | Public Relations PR Campaign, PR Strategy | <https://www.slideshare.net/zeshan596/public-relations>  -pr-campaign-pr-strategy |
| Online Lecture | PR Goals, Objectives, Strategies & Tactics | <https://www.youtube.com/watch?v=IEw9MToY50s> |
| Online Lecture | PR planning | <https://www.youtube.com/watch?v=dQPoFaaZrGs> |
| Online Lecture | Components of a Public Relations Campaign | <https://www.youtube.com/watch?v=HrF-QQYK9r4> |