

PUBLIC RELATIONS MARKETING MANAGEMENT

Author:

Associate professor JANA Aleksić, Ph.D.

Reviewers:

ALEKSANDRA Vidović, Ph. D.

Faculty of Business Economics, Pan-European University Apeiron, Banja Luka

MIRJANA Landika, Ph.D.

Faculty of Business Economics, Pan-European University Apeiron, Banja Luka

Assistant Professor VANJA Sredojević, Ph.D.

Faculty of Business Economics, Pan-European University Apeiron, Banja Luka

Publisher:

Pan-European University "APEIRON", Banja Luka, First edition, 2023

Publishing manager:

DARKO Uremović

Editor-in-chief:

ALEKSANDRA Vidović, Ph.D.

Proof-reading: SONJA Stojičić Grujić

Translation: JELENA Milašinović

Technical editor: SRETKO Bojić

Cover design: Associate professor JANA Aleksić, Ph.D.

Printing:

MARKOS design&print studio, Banja Luka

Print manager: IGOR Jakovljević

EDITION:

Economics library – *Οίκος νόμος* knj. 151

ISBN 978-99976-87-15-9