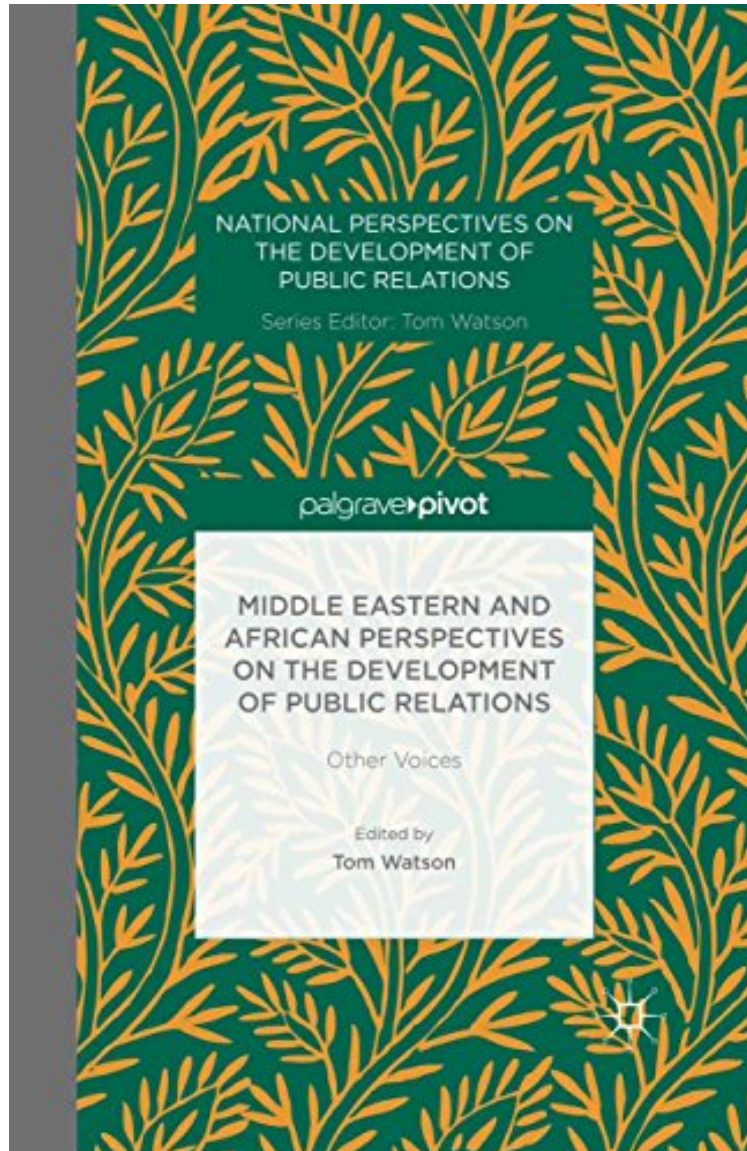


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About the Author Tom Watson PhD is Professor of Public Relations in the Media School at Bournemouth University, UK. He is also Chair of the International History of Public Relations Conference. Tom researches public relations history as well as practice issues. He is a Fellow of the CIPR and a PRCA Founding Fellow.