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### **Case Study Outline - Hoffman Marketing Communications**

International Journal of Doctoral Studies Volume 10, 2015 Cite as: Ponelis, S. R. (2015). Using interpretive qualitative case studies for exploratory research in doctoral studies: A

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### **Educator's homepage | The Case Centre, for educators**

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### **Public relations lessons from Bad PR, PR Fails - The PR Coach**

CORY L. YOUNG, Ph.D., is an associate professor of communication management and design in the Department of Strategic Communication, Roy H. Park School of Communications, at Ithaca College in Ithaca, New York, where she teaches courses in corporate communication. Email: youngc[at]ithaca.edu. ARHLENE FLOWERS is an associate professor of integrated marketing communications in the Department of ...

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