



## Mastering the Public Opinion Challenge

By Ferguson, Sherry Devereaux

Book Condition: New. Ships From Canada. Previous owners name on the first white page, otherwise new. The dust jacket as some small scuffs otherwise new. Sewn binding. Paper over boards. 367 p. Audience: General/trade. Ingram: Mastering the Public Opinion Challenge is a practical, techniques-oriented book which shows how to analyze and manage external issues that ultimately affect a company's bottom line. Sherry Devereaux Ferguson shows readers how to turn their management strategy from theory-based planning to information-based planning to focus their organizations on client needs.



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