

# The PR Masterclass: How To Develop A Public Relations Strategy That Works! By Alex Singleton

**By Alex Singleton**

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Alex Singleton is a public relations practitioner specialising in public affairs, reputation and media relations. He is author of The PR Masterclass, Britain's best  
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The PR Masterclass is written by former newspaper, magazine and digital journalist Alex Singleton, who is now a prominent PR trainer and consultant.  
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