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(Longman Leisure Management)

By Ylva French

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The online version of Journal of Retailing and Consumer Services at ScienceDirect.com, Public relations for leisure and tourism: Ylva French Longman Harlow  
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Blue Guide: London by Ylva French starting at \$0.99. Business Management; Calculus; Public relations for leisure and tourism  
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Sue Runyard and Ylva French of museums lies in their implementation of marketing and public relations Analysis , Marketing Management  
<http://teoros.revues.org/79>

Targeting Generation Y. Public Relations Quarterly 47 (2): Tourism Management 35: Research Methods for Leisure and Tourism:  
<http://www.tandfonline.com/doi/full/10.1080/11745398.2014.953554>

Gail Dexter Lord and Barry Lord The Marketing and Public Relations Sue Runyard and Ylva French The 2014 special issue of Public Archaeology on  
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View Hannah Longman's professional profile on LinkedIn. Leisure, Travel & Tourism. Hospitality Management; Event Management; Public Relations; Press;  
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(1994) 'Place Promotion: The Use of Publicity and Public Relations to Management in Leisure and Tourism', Longman: Pacific Tourism Periphery

[http://www.osea-cite.org/tourismworkshop/resources/Chris\\_Ryan\\_Tourism\\_Bibliography.xls](http://www.osea-cite.org/tourismworkshop/resources/Chris_Ryan_Tourism_Bibliography.xls)

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<http://www.tandfonline.com/doi/abs/10.1080/03003939508433802>

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<http://www.alibris.com/Marketing-and-Public-Relations-for-Museums-Galleries-Cultural-and-Heritage-Attractions-Ylva-French/book/16881276>

Prior to this a document 'Tourism in London a Plan for Management' was the London Tourism Manpower by Ylva French, Head of Public Relations

[http://en.wikipedia.org/wiki/London\\_Tourist\\_Board](http://en.wikipedia.org/wiki/London_Tourist_Board)

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Public relations for leisure and tourism. [Ylva French] Part 2 Public relations in action: Longman/ILAM leisure management series.

<http://www.worldcat.org/title/public-relations-for-leisure-and-tourism/oclc/31818549>

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