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Source:

Dirección de Comunicación Institucional

Every September 26, the Inter-American Day of Public Relations is celebrated because on that day, but in 1960, the first Inter-American Conference of Public Relations Associations CONFIARP took place.

The mission of those professionals is to generate a link between the organization, the communication and the public or clients of the company or organization.

Congratulations to the Public Relations professionals of Cuba!
