

PR

vs.

Advertising



earned



media controls  
content



not  
expensive



written



need to  
persuade  
media



credible;  
third-party  
validation



all about  
the brand



paid



complete  
control over  
content



guaranteed  
placement



visual



expensive



less trusted



all about  
a product  
or service

# Publicity And Public Relations

**Roman Wölfel**



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