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6, 1946) is an American publicist and author. Seitel is president of Emerald Partners, a public relations firm that he and associates founded in 1992. He is the author of the textbook *The Practice of Public Relations*, the 1992 book *IdeaWise: How to Transform Your Ideas*, which he co-authored with Steve Rivkin, and *Rethinking Reputation* in 2012, co-authored with John Doorley.

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