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A public relations company is an organization which helps in bringing the public interests and demands into notice to the company. It is the mediator between the general public and the company which is selling its products. A public relation company helps in interacting with public regarding each and every requirement of the public and it makes sure that by bringing all the requirements asked by the public into notice to the company, their demands are met.

A public relations company not only works in favor of the public but also is of a great help to the company as well in fact, it is the public relations that helps in the effective marketing of a particular product by the company, we can say a public relation company play both positive and negative role. In positive sense it interacts with the public and gets to know what the people actually want and thus, it brings all the required Information , the demands and requirements of public to the company and thus, a company knows what to produce, how to produce and how much to produce, so therefore, the important factors like quantity and quality of the product is maintained and thus, the things manufactured and not in excess so it saves time and lot of resources and thus, it proves to be very beneficial in knowing the demands of the public. And on the other hand a public relation company can play a negative role on the part of the public.

As a PR company knows what the public want in the product, and what quality are they expecting and they know all their requirements so they market the product in such a way that it may be not that effective but still they advertise using press release in such a way that it highlights all the good qualities of the product and the public is told exactly what they want to hear and thus, a product is sold in large quantities making it a big benefit to the company. Therefore a public relations company no doubt is very important for every organization specially those organization which cannot interact with the public themselves and get to know their requirements, but their proper functioning is also vital if a public relation company uses the press release in a wrong way there is no use of the public relations company in any organization, as it will make good profit for the organizations but it is of no use to common people or general public who wants to get their thoughts needs, and demands to be bought into notice to the organization so that they could good quality products.

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This article is written by Simran Joshi about of Value 360 â€“ Leading PR Agency in Delhi which provides best public relations services like: Digital Media Promotion, Investor and Analyst Relationship, Crisis Communications, Integrated Marketing, Strategic Counsel and a Public Relations Management

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