

# Public Relations Consultants & Services in Poland: Market Sales

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The Public Relations Consultants & Services Poland eBook provides 14 years Historic and Forecast data on the market for each of the 7 Products and Markets covered. The Products and Markets covered (Public relations (PR) consultants & services) are classified by the Major Products and then further defined and analysed by each subsidiary Product or Market Sector. In addition full Financial Data (188 items: Historic and Forecast Balance Sheet, Financial Margins and Ratios) Data is provided, as well as Industry Data (59 items) for Poland.

## PUBLIC RELATIONS CONSULTANTS + SERVICES

1. Public relations (PR) consultants & services
2. Financial communications consultants & services
3. Government relations consultants
4. Lobbyists, international organisations
5. Press & media relations consultants & services
6. Public relations (PR) consultants
7. Public relations (PR) consultants & services, NSK

There are 188 Financial items covered, including:

Total Sales, Pre-tax Profit, Interest Paid, Non-trading Income, Operating Profit, Depreciation: Structures, Depreciation: P + E, Depreciation: Misc., Total Depreciation, Trading Profit, Intangible Assets, Intermediate Assets, Fixed Assets: Structures, Fixed Assets: P + E, Fixed Assets: Misc., Total Fixed Assets, Capital Expenditure: Structures, Capital Expenditure: P + E, Capital Expenditure: Vehicles, Capital Expenditure: Data Processing, Capital Expenditure: Misc., Total Capital Expenditure, Retirements: Structures, Retirements: P + E, Retirements: Misc., Total Retirements, Total Fixed Assets, Finished Product Stocks, Work in Progress as Stocks, Materials as Stocks, Total Stocks / Inventory, Debtors, Total Maintenance Costs, Services Purchased, Misc. Current Assets, Total Current Assets, Total Assets, Creditors, Short Term Loans, Misc. Current Liabilities, Total Current Liabilities, Net Assets / Capital Employed, Shareholders Funds, Long Term Loans, Misc. Long Term Liabilities, Workers, Hours Worked, Total Employees, Raw Materials Cost, Finished Materials Cost, Fuel Cost, Electricity Cost, Total Input Supplies / Materials + Energy Costs, Payroll Costs, Wages, Director Remunerations, Employee Benefits, Employee Commissions, Total Employees Remunerations, Sub Contractors, Rental & Leasing: Structures, Rental & Leasing: P + E, Total Rental & Leasing Costs, Maintenance: Structures, Maintenance: P + E, Communications Costs, Misc. Expenses, Sales

Personnel Variable Costs, Sales Expenses + Costs, Sales Materials Costs, Total Sales Costs, Distribution Fixed + Variable Costs, Premises Fixed Costs, Premises Variable Costs, Physical Handling Fixed + Variable Costs, Physical Process Fixed + Variable Costs, Total Distribution Costs, Correspondence Costs, Media Advertising Costs, Advertising Materials Costs, POS & Display Costs, Events Costs, Total Advertising Costs, Product Handling Costs, Product Support Costs, Product Service Costs, Customer Problem Solving Costs, Total After-Sales Costs, Total Marketing Costs, New Technology Expenditure, New Production Technology Expenditure, Total Research + Development Expenditure, Total Operational & Process Costs, Debtors + Agreed Terms, Un-recoverable Debts.

/.. etc.

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synchronizing strategy and talent to drive

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