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## Harold Burson: The Century's Most Influential PR Figure

 OCTOBER 22, 2014 BY [MARY STANTON KNIGHT](#)



PR Weekly recently described Harold Burson as “the century’s most influential PR figure.” The Ole Miss alum recently sat down to talk about his beginnings in the PR field, how the Internet and social media have changed the industry, and advice for budding PR practitioners. Video by Mary Stanton Knight.

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