



Table of Contents

<i>Importance of Public Relations in New Business</i>	01
<i>Nawaz Ahmad, Charmaine Hoodbhoy</i>	
<i>Using “Beyond the Quick Fix model” identify the challenges of PTCL and suggest as OD consultant for the development of this organization</i>	17
<i>Rana Imroze Palwasha, Mustagis-ur-Rehman</i>	
<i>Teacher Professional Education and Development: A Case Study</i>	34
<i>Fareeda Ibad</i>	
<i>Managing English Teaching Outcomes In Universities: An Experiential Learning of ESL/EFL</i>	49
<i>Syed Irfan Hyder, Maryam Zafar</i>	
<i>Differentiating Through Liberal Arts in University Education</i>	66
<i>Muhammad Ekhlaque Ahmed, Anum Alnoor and Batul Asgharali</i>	