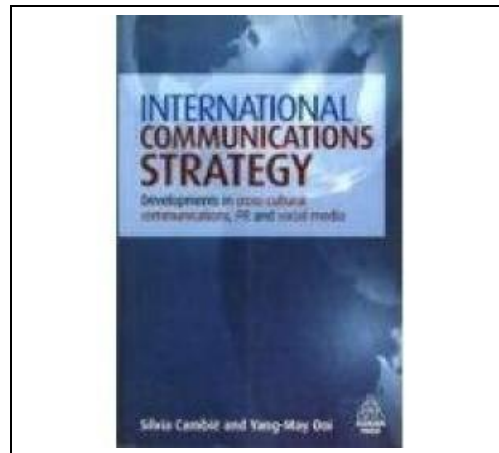


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Kogan Page Limited/Viva Books, 2010. Softcover. Condition: New. First edition. International Communications Strategy explores the cross-cultural challenges currently facing communicators and PR practitioners. Globalization, offshoring and the rise of emerging-market multinationals are transforming the communication sector beyond recognition. New channels of global communication are also being opened by social media, bringing different communities across the world together instantaneously online and creating new audiences. International Communications Strategy shows communicators how to provide strategic advice and helps senior executives engage effectively with stakeholders in different parts of the world. This informative and practical new title also gives practitioners the effective tools for understanding social media and internet cultures and shows them how to link online and offline communication work successfully. Including hands-on case studies and best practices from all over the world, International Communications Strategy equips communicators with the skills needed in order to get up to speed in the era of global interconnectedness. Contents: Part 1 International communications ? The world we live in ? China?s global role ? Courting the fledgling consumer ? A new type of multinational ? Not what it used to be ? The ?most unappreciated growth story? ? The upside of global warming ? Gearing up for the new era ? Notes ? Rethinking public relations ? Becoming part of the story ? It?s all about lemons ? A two-way communication ? Coming of age ? New tools ? The middle way ? Instigating change ? The other side of the coin ? Fine-tuning the message ? Notes ? The global language of corporate social responsibility ? India: The soda controversy ? China: Mounting pressure ? Brazil: The future of biodiversity ? South Africa: Helping a country to surface ? CSR starts at home ? Going local ? ?Entering a danger zone? ? Repositioning CSR ?...



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