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INTERNATIONAL COMMUNICATIONS STRATEGY: DEVELOPMENTS IN CROSS-CULTURAL COMMUNICATIONS, PR AND SOCIAL MEDIA



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...

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- Released at 2010



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