



International Communications Strategy: Developments in Cross-Cultural Communications, PR and Social Media

Silvia Cambie, Yang-May Ooi

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Social media have opened new channels of international communication, allowing communities across the world to come together instantaneously.

International Communications Strategy is about the opportunities and challenges this situation creates for PR practitioners. Effective cross-cultural communication requires knowledge of social media as well as an understanding of online and offline cultures. Moreover, communication practitioners are now expected to provide strategic advice and help executives engage with stakeholders in various parts of the world.

Containing case studies of cross-cultural communication as well as information on alternative communication approaches, this book prepares practitioners to give strategic communication guidance to senior management or clients.

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