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How Asia's Rise Is Shaping the Future of Communications, and How to Plan for It

The rise of Asia has changed the world, now shaped by greater global connectivity, geopolitics and shifting spheres of influence. Tapping into research and decades of experience in the world’s fastest-moving markets, this book makes a compelling case for a new and future-ready approach to communications planning and implementation, which the Asian Century demands. Facing a new operating environment, policymakers and business leaders have to act quickly. This book outlines the necessary adjustments to long-established practices and value propositions in both corporate and government communications and provides a step-by-step plan for strategy development, laid out in a two-pronged approach designed to appeal to a multicultural audience. It is an essential read for global practitioners and students in international relations and mass communications.

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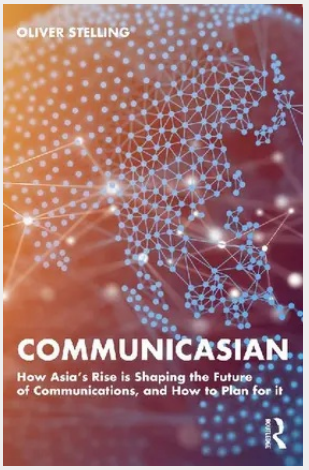

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