



**INTERNATIONAL COMMUNICATIONS STRATEGY:
DEVELOPMENTS IN CROSS-CULTURAL COMMU-
NICATIONS, PR AND SOCIAL MEDIA**
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Like it or not, there can be no escaping the rise of the use of social media tools in successful communications and PR. Similarly, today's globalised business world means that nearly everyone is required to regularly participate in cross-cultural communications. Unsurprisingly, there is a link between these two disciplines, with the online world being a great way to instantaneously bring together international colleagues at opposite ends of the planet. But it's not always like this, meaning that communicators frequently have to take the plunge

and travel overseas to get their message across to their foreign co-workers.

Sounds challenging, doesn't it? Well, it is – for everyone involved. These changes in the communication are unprecedented. Many PRs find themselves dealing with the unknown. Older employees are having to come to terms with doing jobs online, when in the past they would have done them face-to-face. Meanwhile, their fresh-faced counterparts are suddenly faced with nerve-racking trips to China, India and elsewhere, while the foreign co-workers have to understand and apply the orders handed down by their new and unfamiliar bosses.

For those worrying about how to conduct themselves when faced with unknown cultures and situations, though, *International Communications Strategy* is here to help. Authors Silvia Cambié and Yang-May Ooi are both seasoned communicators and social media users, and the book is a culmination of their pooled experience and knowledge of this rapidly evolving sector. ICS is split up into two main sections. Part 1 focuses on giving an overview of the international communications landscape, and features sections on CSR, rethinking PR and the dawn of leadership communication, among others. Part 2 examines the role that social media has, and will have, in international communications.

LEARNING FROM EXPERIENCE As with many careers and disciplines, the best communicators are those who have learned from experience. Reading a book cannot be a substitute for actually being in a position of responsibility and making decisions that could affect hundreds of employees or millions of dollars. However, the best guides can come close by providing relevant, detailed examples of past practice. This is the book's strongest point. On nearly every page, a specific case study is discussed to reinforce the points the authors introduce. Each illustrates communication techniques that have been successful – or, at times, unsuccessful – in a variety of situations and locations.

Happily, the book easily contains enough examples to merit having the word international in its title. If you've worked somewhere round the world, chances are it's mentioned here. And, crucially, the text is written in a clear and lucid style throughout, with key topics broken down into practical lists of bullet points. With its focus on social media and intercultural communications, ICS is an extremely useful resource for communicators who deal with the intercultural world and Web 2.0 on a regular basis. Chances are that that's most people. | **Richard Morgan**