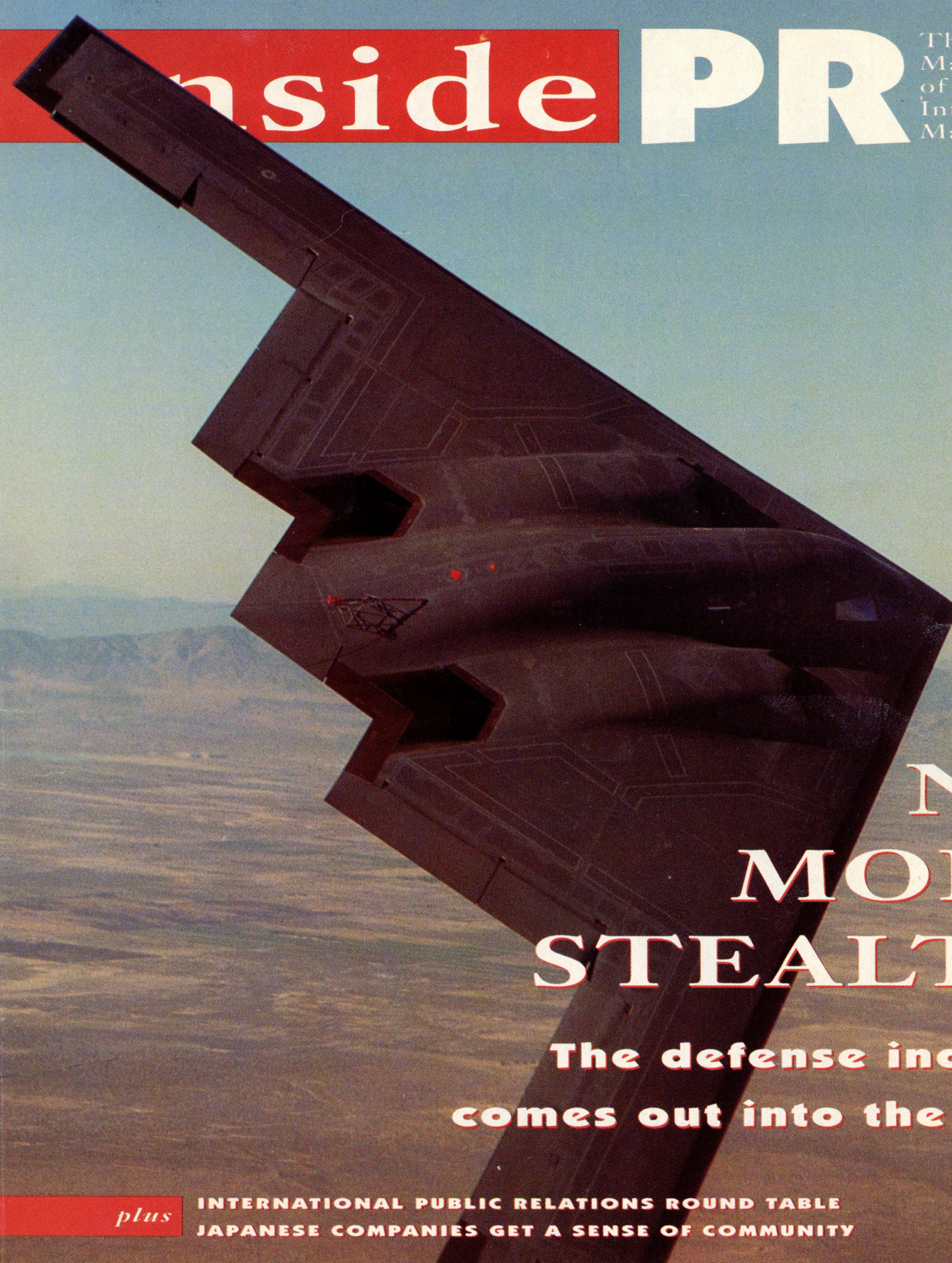


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The Magazine of Integrated Marketing



NO MORE STEALTH

The defense industry comes out into the open

plus

**INTERNATIONAL PUBLIC RELATIONS ROUND TABLE
JAPANESE COMPANIES GET A SENSE OF COMMUNITY**

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EDITOR'S NOTE

GLOBAL PR: is it MYTH or REALITY?

The world is getting smaller, and improved communication is doing the shrinking. Communication both in a technical sense — telephones, the fax machine, computers talking to one another over thousands of miles — and also in the more important sense of people understanding each other, is growing more and more sophisticated every day, and public relations professionals are both the agents and the beneficiaries of some of the changes taking place.

PR has become a truly international business, for while the means of communication may change from one market to the next (the VNR, for example, increasingly popular in the U.S., is still in its infancy in Europe) the message companies need to communicate is generally the same the world over. With so many people receiving their messages from so many sources (consider the U.S. circulation of *The Economist* or the European edition of *The Wall Street Journal*) it has to be.

This is particularly true of investor information and corporate communications, but increasingly true also when it comes to product.

While there remains some debate as to how companies should structure their international public relations efforts (see page 9) there is none as to whether they should have them, and the PR business is set to continue its phenomenal international growth for several years to come.

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inside PR, Report Card Issue (overall grade on Shandwick: A-)

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