

#Leading & #Managing in PR. Getting the Balance #Right - via @ValeryLev (@ria_novosti)



PR #Leadership Role #Ladder:

- External #Adviser
- Corporate #Adviser
- #Project Manager
- #Expert



Less/Fewer is #More

People

#Leadership

Management

#Leadership

Words

#Leadership



Trusted #Advisers may be invited to
back or oppose Genuine #Leaders



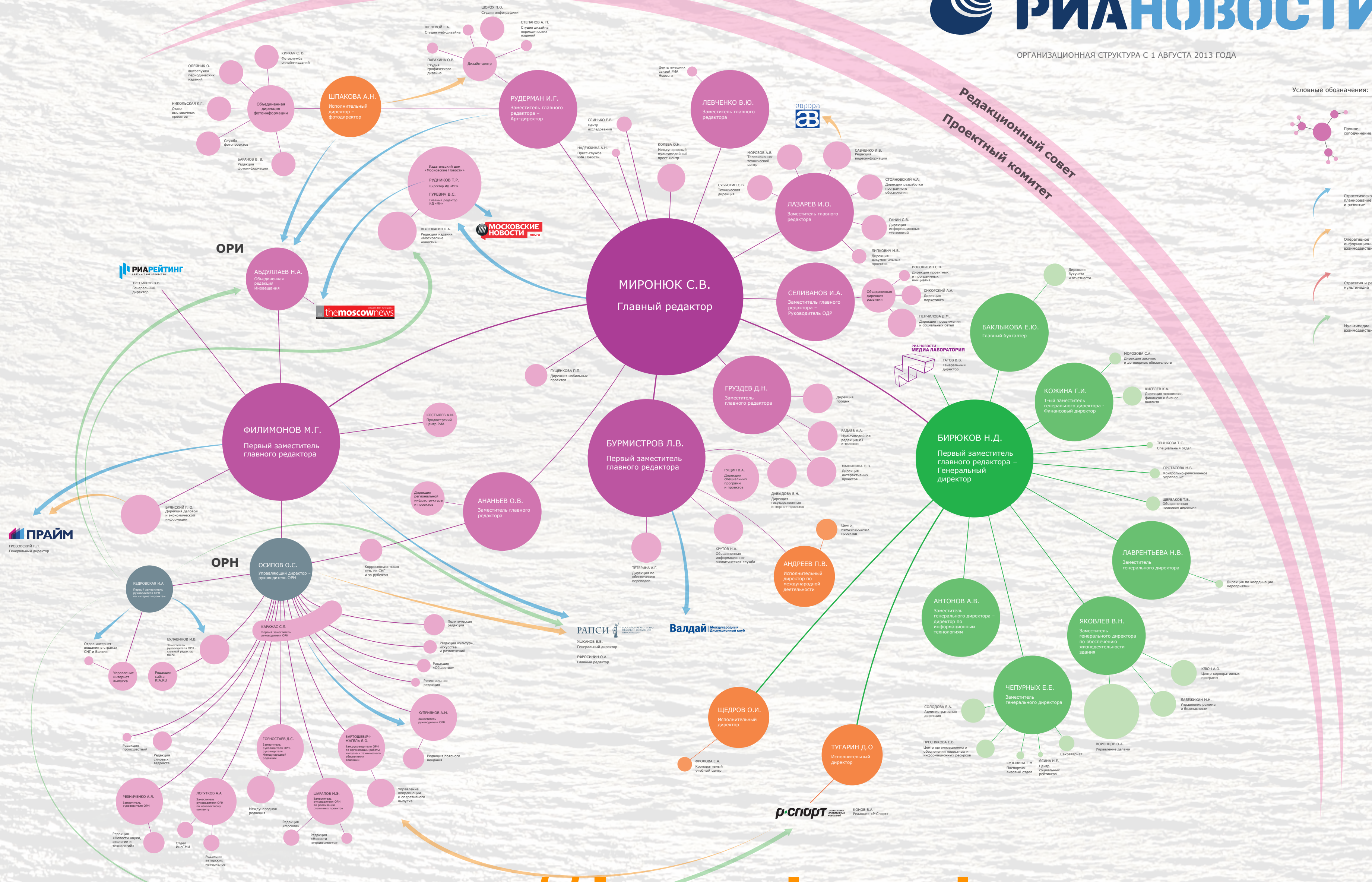
#Social Media is about Vast #Audiences.
#Leadership is about Vast #Goals



@NewspaperWorld President: In this
#Uncertain Media #Landscape so much
depends on #Attitude



Редакционный совет
Проектный комитет



@ria_novosti #Leadership priorities

THANK YOU!

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@ria_novosti,
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