

TIME FOR COMMUNICATION LEADERSHIP



COMMUNICATIONS

DIPLMACY

media

marketing

ADVERTISING

public affairs

corporate

reputation management

communications

FINANCIAL

COMMUNICATIONS

branding

employee communications

COMMUNICATIONS

DIPLMACY

media

marketing

SSING

public

DIGITAL
REVOLUTION

management

COMM

IAL
UNICATIONS

bran

employee communications

INTEGRATED COMMUNICATION

SCIENCE?

ART?

SERVICE?

BUSINESS?

YES
NO!

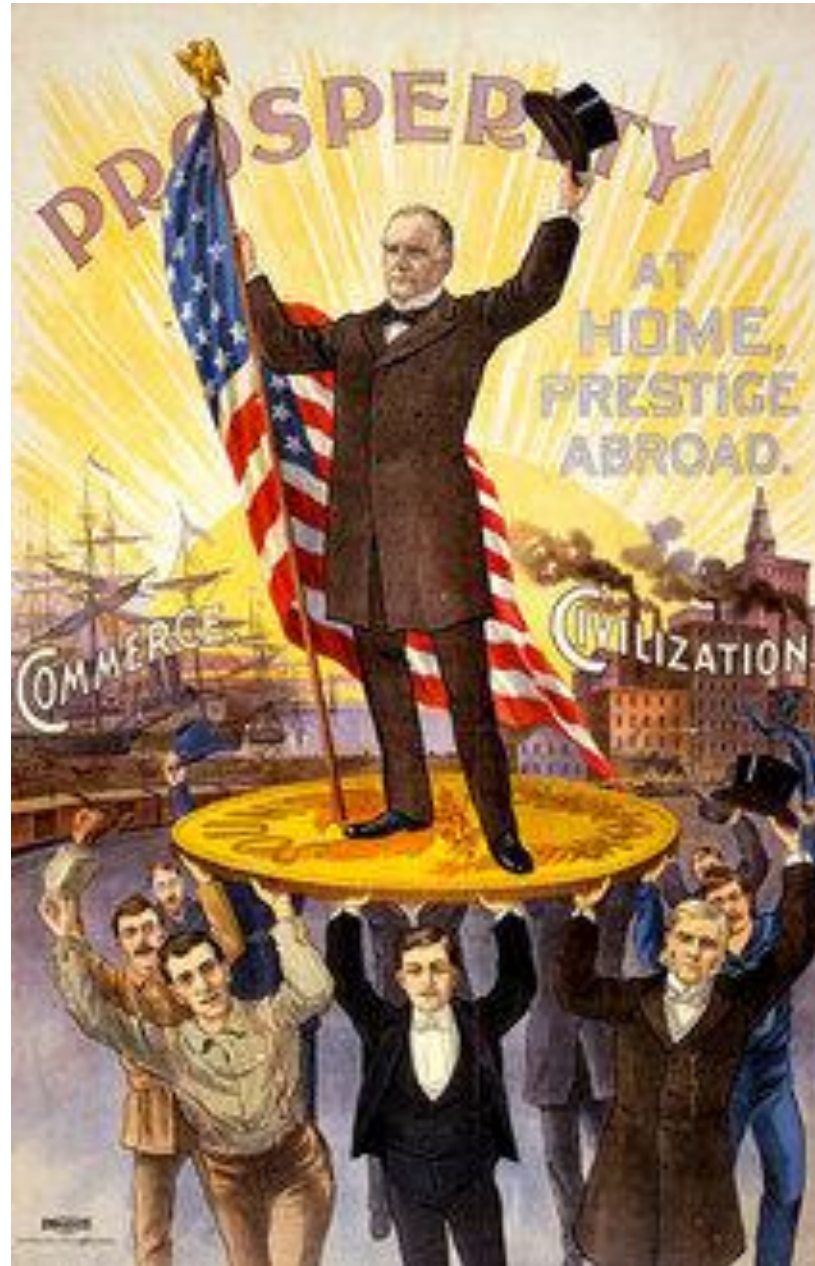
NOT ONLY!

Change-
Driver!









KPI

Measurement

efficiency

BEHAVIOUR

Relations Trust

reputation

VALUES

COMMUNICATIONS
ARE MORE
THAN MEDIA/RELATIONS/
INFORMATION EXCHANGE!

COMMUNICATIONS
ARE ABOVE
STATE BORDERS AND
NATIONAL CULTURES!

COMMUNICATIONS
ARE MORE
THAN A BUSINESS OR A
SERVICE!

DRIVER OF GLOBAL
COMMUNITY AND
GLOBAL CULTURE!

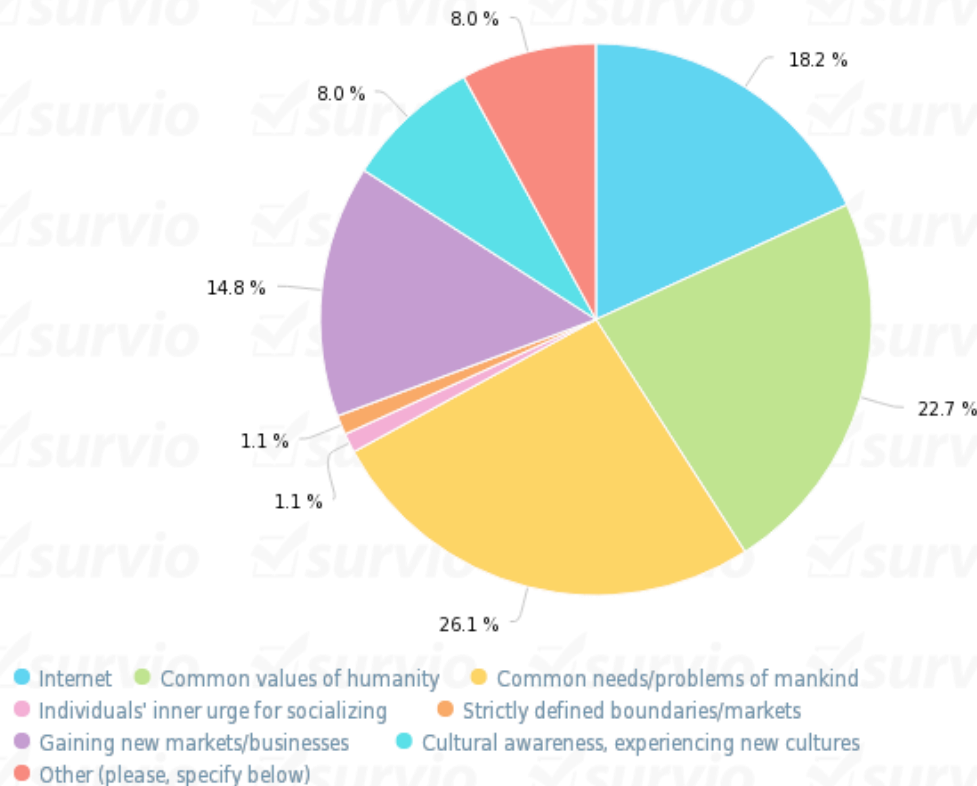




STOP WAR!
MAKE
COMMUNICATIONS!

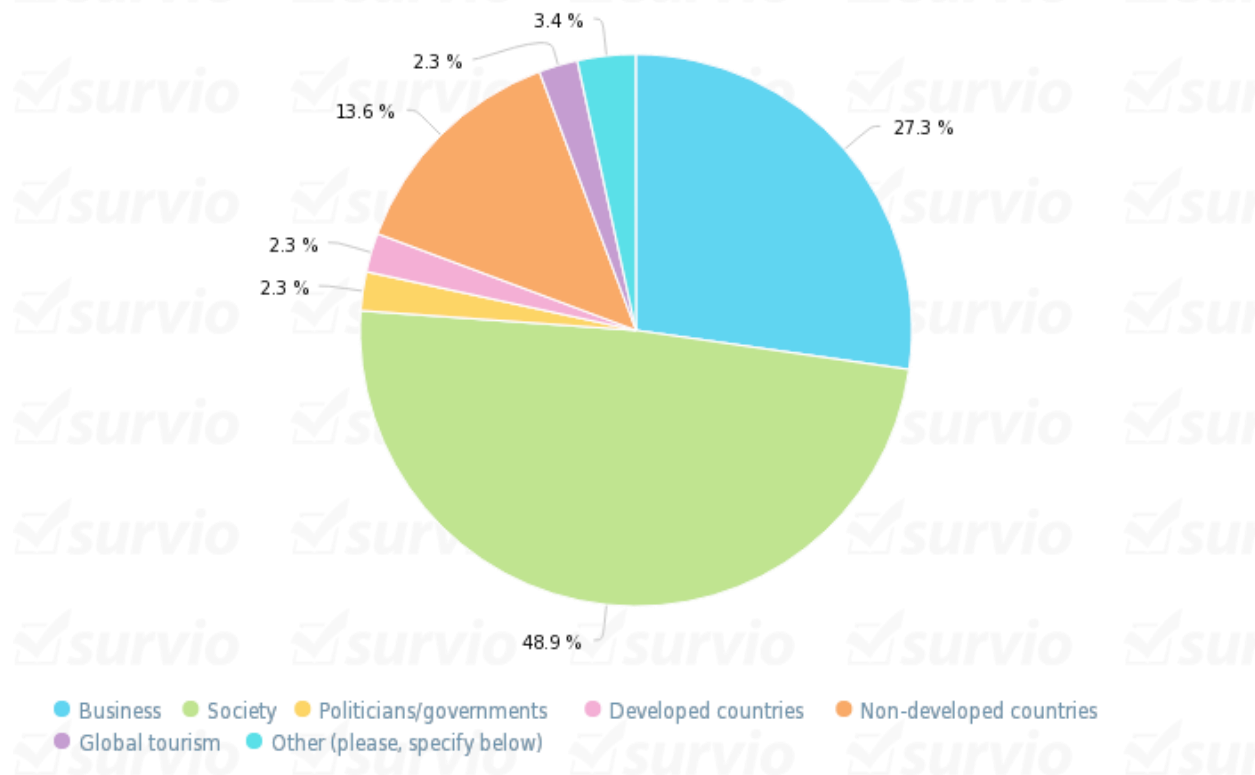
WORLD COMMUNICATION REVIEW 2015

4. What is the core basis of global communications?



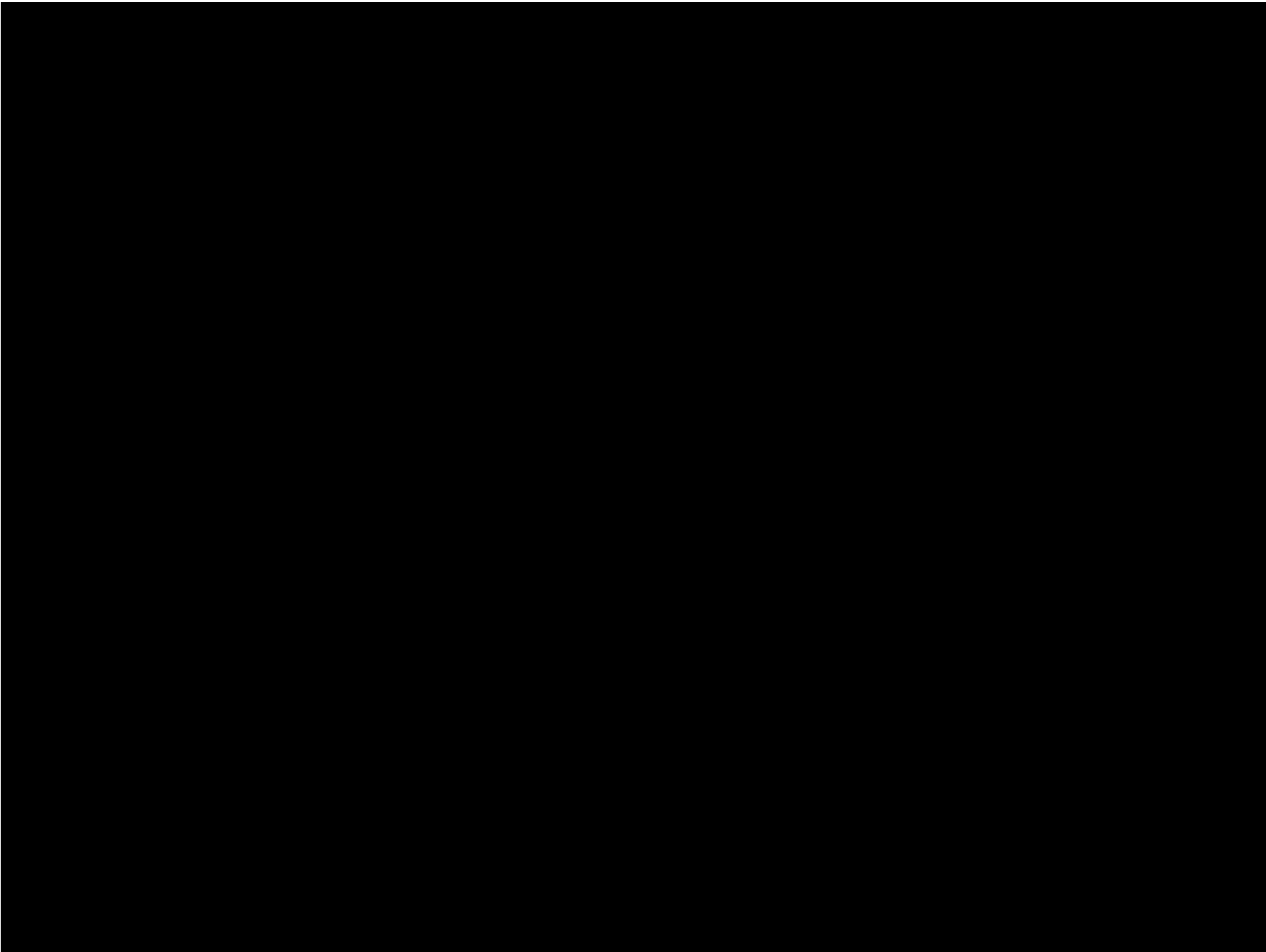
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6. Who could benefit most from the future development of global communications?



WHO ARE YOU?





THANK YOU!



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