

CONTENTS

Foreword <i>Douglas Smith</i>	7
About the Editor	9
Preface	11
Acknowledgements	13
1. Organizing the International Operation <i>Angela Heylin, Roger Haywood, Gavin Trevitt</i>	15
2. The Corporate Aspect <i>Tim Traverse-Healy</i>	29
3. Financial Public Relations in a Global Context <i>Alan Macdonald</i>	41
4. Crisis Management: Planning and Coping Internationally <i>Kate Graham</i>	61
5. Lobbying Around the World <i>Richard Linning</i>	83
6. Consumer Marketing Worldwide <i>Ann Linscott</i>	99
7. International Business-to-Business Public Relations <i>David Watson</i>	111

8. The Sponsorship Contribution <i>Denise Norman</i>	131
9. Internal Communication in a Multinational Organization <i>Mike Beard</i>	141
10. Raising Awareness of the World Environment <i>John Cole-Morgan</i>	163
11. Education, Training and Qualifications Around the World <i>Jon White</i>	181
Useful Addresses	203
Index	209