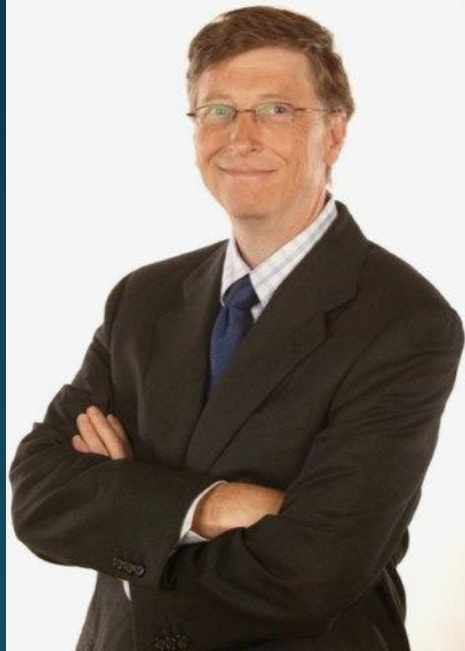


IF I WERE DOWN
TO MY LAST
DOLLAR, I WOULD
SPEND IT ON
PUBLIC
RELATIONS."

- BILL GATES



International Public Relations

International Public Relations



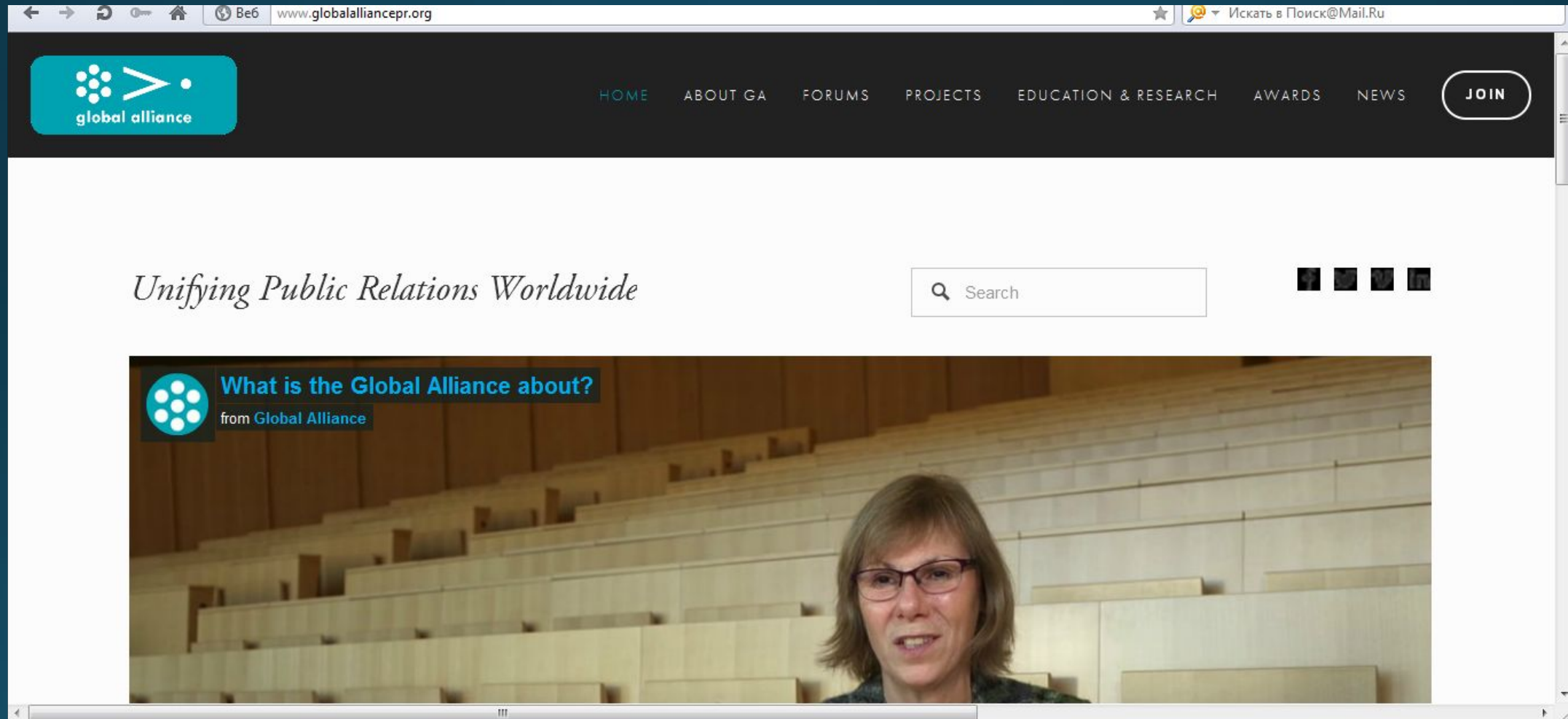
International public relations, a relatively new field, barely existed fifty years ago.

Good international public relations (I.P.R.) can greatly aid a firm and increase its profit.

“The one side to I.P.R. is that the foreign firm abroad, it often influences the way foreigners think about that firm's home country. ”



The Global Alliance for PR and Communication Management



We jointly search for global standards while embracing diversity.



— Gregor Halff, Global Alliance Chair



VISION



MISSION



VALUES

FEATURED



The GA seeks candidates for the board

As the Global Alliance enters its 17th year of service to the international public relations and communication management profession, we extend an invitation for senior leaders

KEY PROJECTS



GLOBAL BODY
OF KNOWLEDGE



COMMUNICATIONS
REPORT



WORLD PUBLIC
RELATIONS FORUM



COMM PRIX
AWARDS



CODE OF
ETHICS



GA - EMScom
SCHOLARSHIP