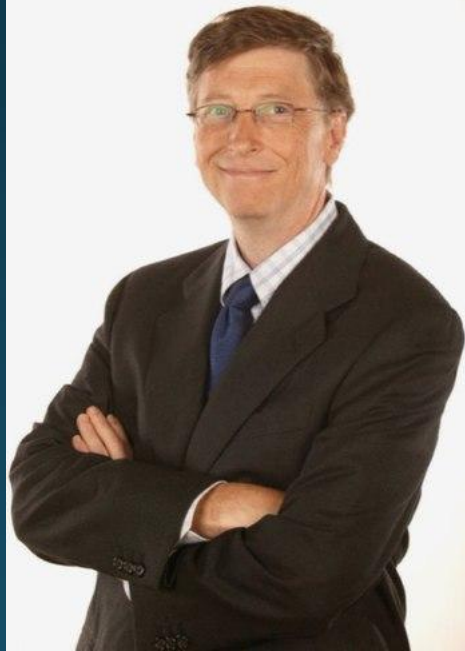


IF I WERE DOWN  
TO MY LAST  
DOLLAR, I WOULD  
SPEND IT ON  
PUBLIC  
RELATIONS."

- BILL GATES



# International Public Relations

# International Public Relations



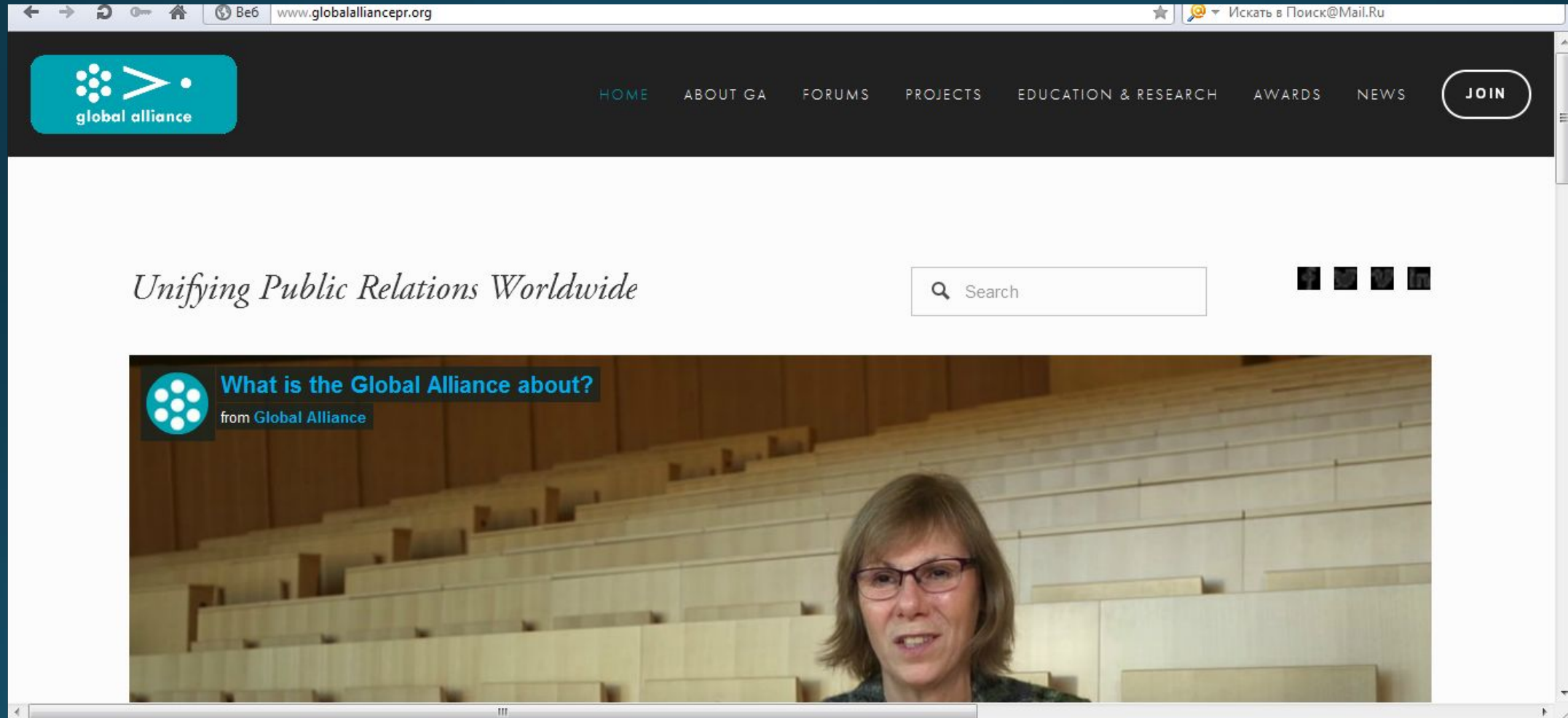
International public relations, a relatively new field, barely existed fifty years ago.

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