



May 20, 2011

Global reach of corporate comms grows, survey finds

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SAN FRANCISCO: Seven out of 10 corporate communicators and marketing executives say they will have a more global marketing function within five years, according to a study commissioned by the Public Relations Global Network.

Of 206 communications practitioners surveyed from agencies, corporations, and non-profits across six continents, 43% said their organizations already have a formal global marketing function, while approximately 30% said they interact with their overseas communications and marketing colleagues once a month.

Industries most noted to connect globally were manufacturing at 27%, followed by commercial/professional services, media, food and beverage, and tobacco - each at 20%. In addition, more than 40% of respondents said obstacles for global communications were culture and language.

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