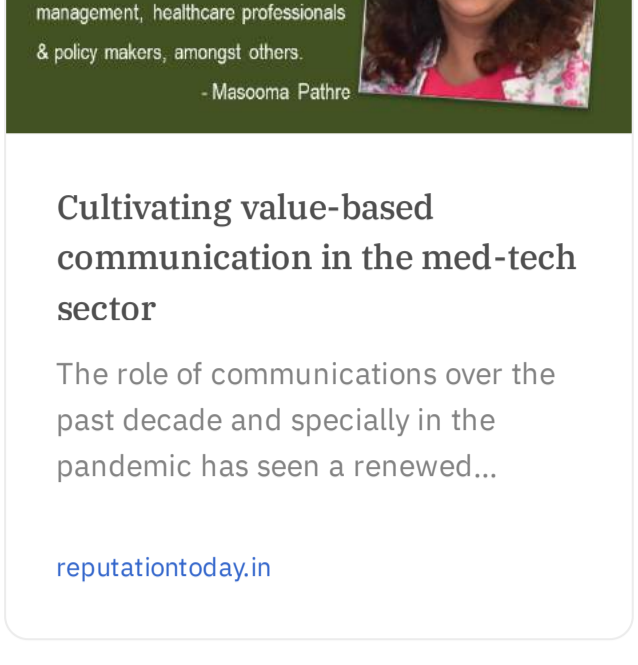


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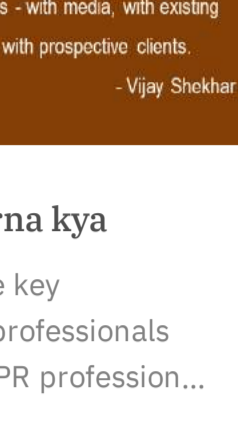
India's First Magazine for Public Relations and Communications Professionals



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The stakeholder environment for med-tech firms is consistently growing & diversifying. Today, an elemental stakeholder landscape includes potential patients, media, hospital management, healthcare professionals & policy makers, amongst others.


- Masooma Pathre



Cultivating value-based communication in the med-tech sector

The role of communications over the past decade and specially in the pandemic has seen a renewed...

reputationtoday.in



Follow-up is one of the key responsibilities of PR professionals across levels. A 'fear factor' is generally seen in three kinds of follow-ups - with media, with existing clients & with prospective clients.

- Vijay Shekhar

Jab PR kiya toh dar na kya

Follow-up is one of the key responsibilities of PR professionals across levels. And for PR profession...

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Digital PR is cost-effective & increases the brand presence and awareness. A customer is more likely to remember your brand if s/he has engaged with it, on both traditional and digital forms of media.

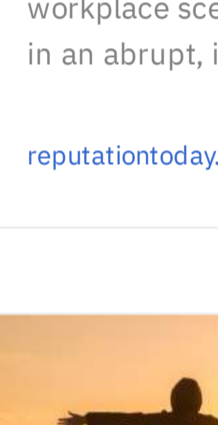
- Apoorva Dixit



Is digital PR changing the future of the marketing landscape?

The internet is bound to take over the PR business in the future. The marketing world was already...

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"My journey is not yet done. The best is yet to come, I believe. For I'm an eternal optimist."

Kabir Bedi
(Stories I Must Tell)

Stories you must read!

My pick for this month is a very unusual genre, an autobiography of an actor – KABIR BEDI. An actor wh...

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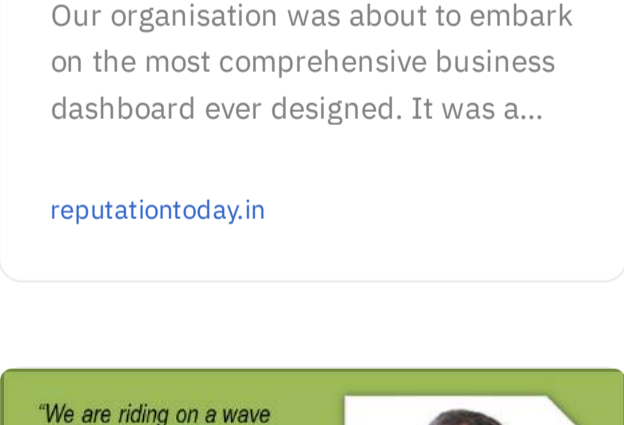


artificial EVOLUTION

Digital Communities vs The World: Part 1 - Financial Markets

The primary use for social media is for users to stay connected. Our connections define who we are and...

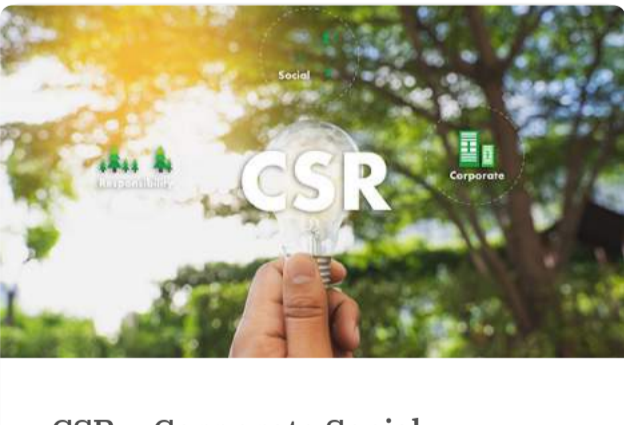
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Internal communication and remote working

The pandemic induced a change in workplace scenarios almost overnight in an abrupt, instantaneous, and...

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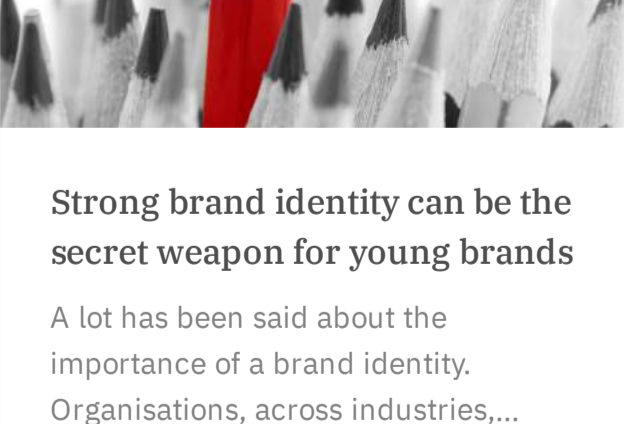


GIFT YOURSELF
*Love
Acknowledgement
Acceptance
Ownership*

A gift for yourself

I just love the way children unwrap gifts. The first yell at receiving a surprise. Then the hurried tearing...

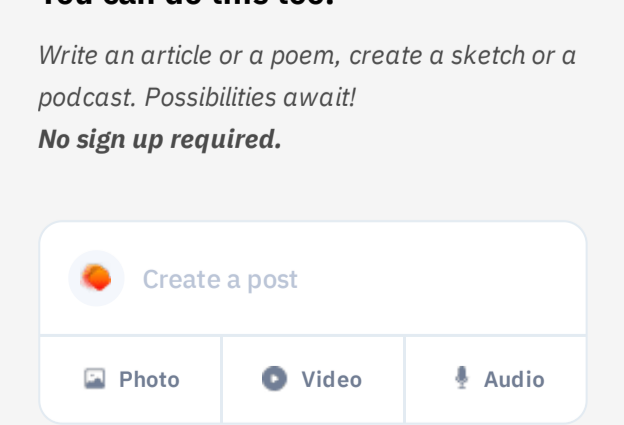
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My way or the mucky way

A few weeks ago, we had another Covid scare. The lady who lives with us and looks after us when we are...

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A post Asterix story about the need to add value all the time

Our organisation was about to embark on the most comprehensive business dashboard ever designed. It was a...

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"We are riding on a wave where technology will play an integral role. It's time to be a lifelong learner and create an entrepreneurial spirit to lead the industry from the front."

- Rajan Bahadur



Straight Talk with Rajan Bahadur

Rajan Bahadur, CEO – Tourism & Hospitality Skill Council of India (THSC) deliberates with Sameera...

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CSR

CSR – Corporate Social Responsibility or Collective Social Responsibility

Corporate Social Responsibility (CSR) has been a critical agenda for all corporates. While the company woul...

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Strong brand identity can be the secret weapon for young brands

A lot has been said about the importance of a brand identity. Organisations, across industries,...

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