

# Weekly Newsletter 206

# Reputation TODAY

India's First Magazine for Public Relations and Communications Professionals



PRESENTS



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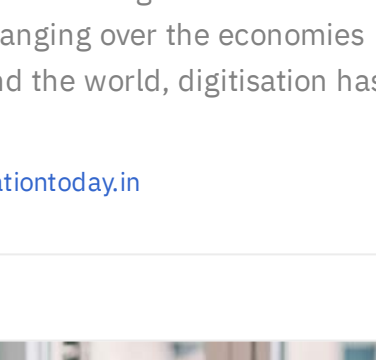
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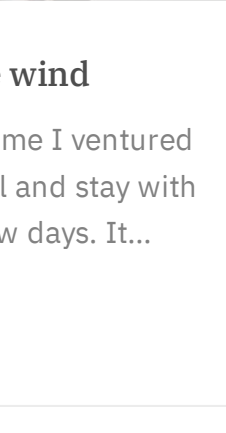
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In the present times, and also going forward, it is important to understand that traditional PR and digital PR are not two different things, but a combined process that delivers holistic PR.

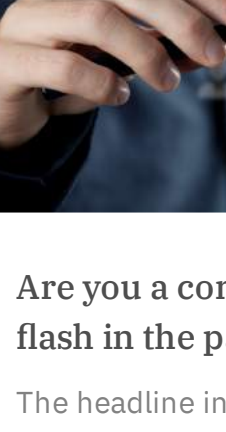


- Vijay Shekhar

## Time for traditional PR to get a digital job

At any busy railway station across the country, one would get to hear this very familiar announcement quite...

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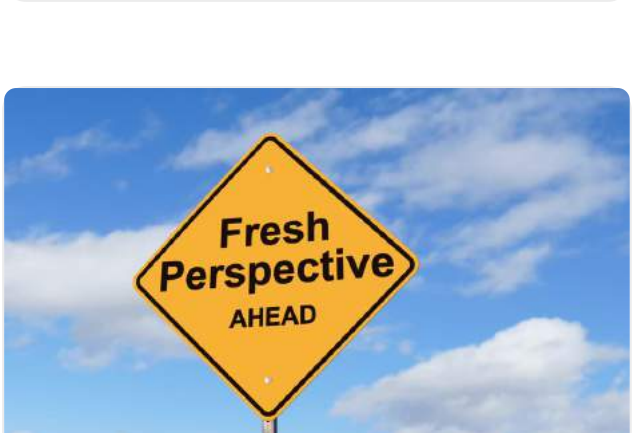
With the traditional celebrity endorsement route increasingly losing lustre & the always-on, interactive nature of social media platforms, brands now opt for influencers who come with recognition & credibility in niche subjects.

- Faizan Ayubi

## Key marketing & advertising trends for 2021

Notwithstanding the shadow of Covid still hanging over the economies around the world, digitisation has...

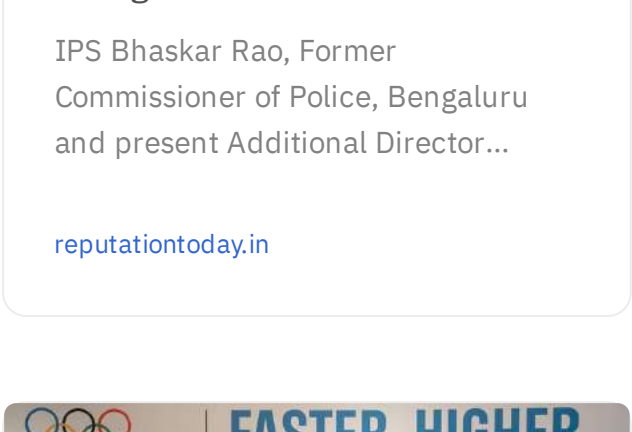
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## Unwinding with the wind

Last week for the first time I ventured out of my home to travel and stay with my eldest sister for a few days. It...

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## Understanding Gender Blindness

I came to know and understand gender blindness as a concept only a few years ago and when I stumbled...

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## Are you a complete package or a flash in the pan?

The headline in Hindustan Times read, "Rahul Dravid gives impeccable speech in the dressing room after..."

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## When the boy became a man

And just like that, in the middle of a city forest, we saw the boy grow into a man. I am sure it has been...

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## Never stop learning. Our search for a global PR partner!

In August 2004, our firm went in for their long-awaited IPO. In India, we had two consultancies working for u...

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A leader is watched by a lot of people & they may all not be his admirers. Most of them may be bitter critics, extremely judgmental & perhaps may even be waiting for him to collapse. In such situations, Conscious Leadership is extremely important.

- IPS Bhaskar Rao

## Straight Talk with Bhaskar Rao

IPS Bhaskar Rao, Former Commissioner of Police, Bengaluru and present Additional Director...

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## The importance of Communter

Olympics 2020 kick off on July 23 – one year delayed, and in a city where most residents feel the Games are a...

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## Disruptive leadership

'Disruption' has emerged as a commonly used word today, across business conversations. It finds its...

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