





India's First Magazine for Public Relations and Communications Professionals



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"The patterns are simple, but followed together, they make for a whole that is wiser than the sum of its parts."

- Steven Johnson (Where Good Ideas Come From)

Ideas don't happen overnight

We all understand the importance of innovation and creativity. And most of us believe that creativity or innovatio...

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Digital Communities vs The World: Part 3- Support Groups

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

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Building better media relationships

How often do we hear from journalists about unintended accidental misadventures of young public...

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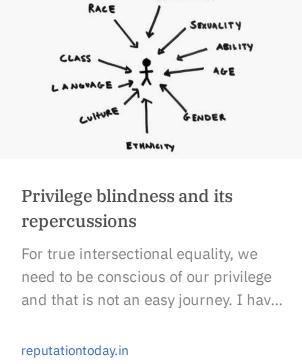
Never stop learning, because life never stops teaching.

Awesome Quotes

New learnings...new experiences

I stay in a very vibrant colony that abounds with home cooks, bakers and local businesses of every kind. In th...

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"Mo"? Mo: "I am the one who matters! You

are all hogwash. No one even understands who or what you are. If...

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The privilege of wasting time

Time is precious and birthdays, especially milestone ones, tend to bring this thought sharply into focus...

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Rocking the boat: Going regional

One often sees that a change in leadership in an organisation or a function causes many changes....

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It's time we are in sync with nature. Let's take a pledge in our own home that we will work towards eliminating single use plastic. Let's be the change we all wish to see!

- G Nagaraj

Straight Talk with G Nagaraj

G Nagaraj, Indian Plogman a.k.a Cupman is a human catalyst who has been on a journey promoting...

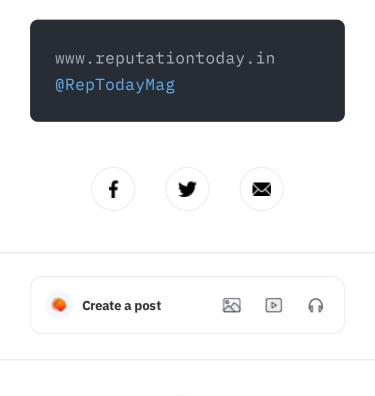
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