



# Asia Pacific PR Industry Benefits From Expert Advice

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*New publication addresses skills gap in Asian PR industry.*

PR9.NET February 27, 2008 - London, UK. 'Public Relations for Asia' is helping to fill the skills gap created by the exponential growth in demand for PR services across the Asia Pacific region. The book, written by leading Public Relations experts Trevor Morris and Simon Goldsworthy, offers key insights and straightforward practical advice for agency and in-house PR staff looking to cope with increasingly complex communications challenges.

The growing importance of the Asia Pacific region over the past 20 years is reflected by the fact that countries within the Asia-Pacific Economic Cooperation (APEC) organisation now account for 55 per cent of world GDP. The complexity of these economies is also reflected in the changing structure of intra-APEC trade with demand for merchandise goods doubling to US\$3 trillion since 1994. Trevor Morris said, "The dramatic economic, social and political development of the Asia Pacific region has thrown up endless communications challenges. Through Public Relations for Asia we aim to use our practical UK-based expertise and detailed research of the particular issues affect Asia Pacific PR to provide practitioners with a useful resource to meet the challenges they face." "Public Relations for Asia" is divided into four sections beginning with a look at theory and ethics in PR. This is followed by a look at the strategy and planning of a pr campaign. Section three takes the reader through the practical skills such as media relations, internal communications, events management and design while the conclusion examines the future of Asian pr.

"Public Relations for Asia" is available from Palgrave Macmillan. <http://www.palgrave.com/products/title.aspx?PID=280314>

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