

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

PERSONNEL 

JOBS 

ARTICLE 

EVENTS 

FACTS &
FIGURES 



THE BUSINESS COST OF THE POST-TRUTH ERA

How fake news damages corporate reputation - and what companies can learn from it

[read more...](#)

Welcome to the May issue of Communication Directory,

Throughout 2017 so far, there has been bountiful coverage of and speculation about the societal damage caused by fake news, with an emphasis on the political sphere. But, as this month's feature article in the Communication Directory newsletter shows, misinformation also impacts profit margins in the business world.

Meanwhile, our Facts & Figures section reveals what's worrying CEOs – namely the decreasing trust in the organisations they head and which directions to take their organisations in the face of fast-changing digital developments.

Elsewhere in the newsletter you can find our regular sections covering job vacancies, events and personnel changes in Asia-Pacific corporate communications. If you have suggestions about what else you would like to see in our monthly offering, you're welcome to contact us at info@communication-director.com or through our social media channels.



PERSONNEL CHANGES

[Hewlett Packard appoints Geraldine Kan](#)

Golin Singapore executive director Geraldine Kan has taken up a new role as head of communications for Asia Pacific and Japan at information technology company Hewlett-Packard. During her tenure in Golin, Kan reported to Tarun ... 



[Claire Robinson joins Yahoo7 PR team](#)

Claire Robinson has joined the Sydney offices of cross media portal Yahoo7, following the publisher's appointment of her to the position of corporate communications and public relations manager, effective immediately. Prior to ... 

ADVERTISEMENT



**PROMPTER
IN-A-BOX**

www.prompterinabox.com

JOBS



Melco Resorts & Entertainment

[Vice President, Corporate Communications](#)

Location: Hong Kong

United Overseas Bank



VP/AVP, External Communications, Group Strategic Communications and Customer Advocacy

Location: Singapore



Citi

Assistant Vice President, Marketing Communications

Location: Hong Kong



Médecins Sans Frontières Korea

Director Of Communications

Location: Seoul



Nielsen

Director Communications

Location: Tokyo



Sanofi

Communication, Senior Manager / Associate Director

Location: Shanghai

ADVERTISEMENT



Make better hiring choices.

www.communication-director.com/jobs





What's the damage?

Measuring the impact of fake news on corporate reputation can act as a guide for companies to navigate a post-truth landscape.

The majority of the coverage around fake news has focused on its political influence, but this has begun to seep over into the corporate world. In the lead-up to the US presidential election, Trump supporters called for a boycott on Pepsi products over a quote its CEO never actually made. Twitter users claimed Indra Nooyi, CEO of the soft drinks manufacturer since 2006, told Trump fans to “take their business elsewhere...” [read more](#)



09.05.2017, Hong Kong

Communications in the Asian Decade

VMAGROUP will host some of the world's leading communications experts to explore, map and navigate the emerging trends and essential skills at ... [+](#)



16.05.2017, Singapore

Shaping a multi-cultural brand narrative that works

The Asia-Pacific Association of Communication Directors (APACD) will hold a Masterclass with MHP Communications on Shaping a ... [+](#)

17.05.2017, Bangkok

Global Summit on Measurement 2017

The age of disruptive communication: Measurement, evaluation and insights in the age of change Disruption is a constant, synonymous ... [+](#)



FACTS & FIGURES



[CEOs worried about trust](#)

Answers taken from PwC's 20th CEO Survey reflect a growing concern for levels of distrust in business. More than two-thirds of CEOs (69%) believe it is harder for businesses to gain and retain trust in an increasingly digitised world, with 58% worried that lack of trust in business could harm their company's growth. Regarding the potential effects of technology... [read more](#)

COMMUNICATION DIRECTOR

MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

Editors:

Dafydd Phillips,
Jan Wisniewski
info@communication-director.com

Advertising:

Norman Wittig
Tel +49 (0)30 84 85 9 126
Fax +49 (0)30 84 85 92 00
norman.wittig@quadriga-media.com

Personnel:

Mike West
mike.west@quadriga-media.com

Jobs:

Gregor Ringsdorf



