The 2021 IPR Future of Communications in Asia Report

INSTITUTE FOR PUBLIC RELATIONS
An Accelerating Pace of Change

“Something that’s particularly unique to Asia is the absolute speed of decision making and the ability for companies to move much faster here than perhaps in the U.S. Whether it’s because they’re not bound by the heavier regulations or being part of professional bodies with more formal decision-making processes, I find Asian companies themselves move a lot faster and a lot quicker. And as a result, communications has to really keep up with that.”