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# PR Szempontok

Mayer Zsolt

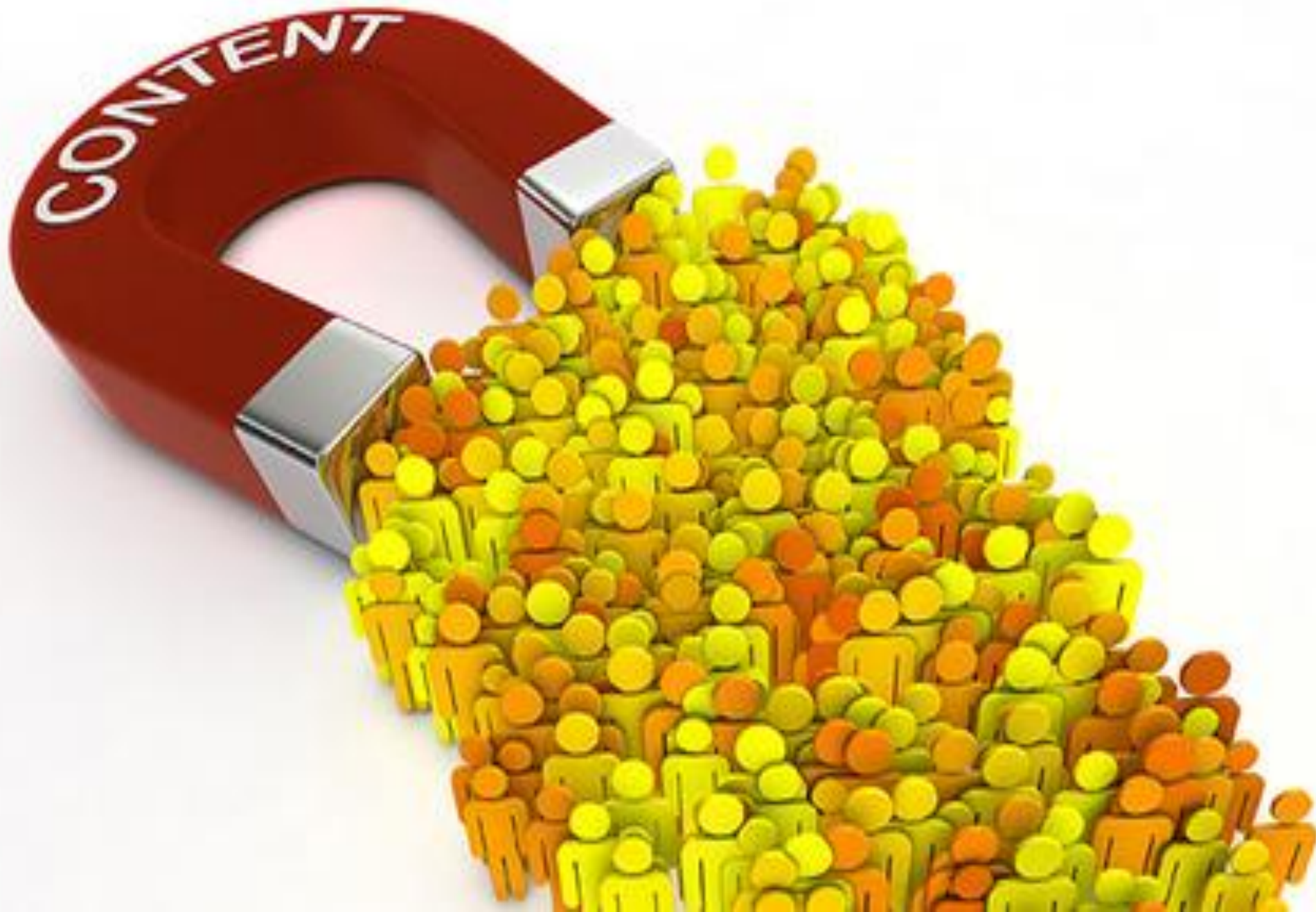
Magyar PR Szövetség, Alelnök

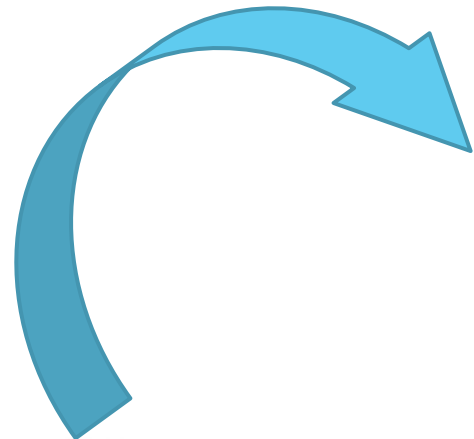


Magyar  
Public  
Relations  
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**Traditional marketing talks at people.  
Content marketing talks with them.  
– Doug Kessler**



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### Awash in gas

Could the U.S. ultimately become a net exporter of energy?

extraordinary is a title that only a true entrepreneur would pick, bu...

SPECIAL REPORT ON MEXICO: L...  
Business without Borders has put together a special report on doing business in Mexico. I...

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Of all the things that human kind trades, commodities should be the duller: they hav...

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## GOING GLOBAL

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### Location, Location, Location

For businesses going global, the first key decision to make is "where?"

by Alejandro Reyes / 1 November 2011

For any business the decision to sell its products or services abroad requires careful consideration. One of the biggest challenges to overcome is deciding where to go. With the opening of dozens of new markets around the world, choosing one or more target markets is not an easy task. The current volatility in the global economy has made the choice even more difficult.

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ASIAN BUSINESS NEWS

## All Boeing Dreamlin

By JON OSTROWER, ANDY PASZTOR and  
Updated Jan. 17, 2013 1:09 p.m. ET



BUSINESS

## Boeing Tries to Def

Email Print 31 Comments

By JON OSTROWER and ANDY PASZTOR  
Updated Jan. 9, 2013 8:55 p.m. ET

As [Boeing Co.](#) BA +0.43% continued to wrestle with new threats to the reputation o



### "Worth the wait"

It was a party-like atmosphere in Everett today as United officially unveiled its new 787 to employees and the media. United's Senior Vice President for Sales Dave Hillman summed it up best— "The 787 was worth the wait."

United even invited one of its very frequent fliers to the event. Dave Dawe told

YouTube search results for "dreamliner safety video"

**787 Dreamliner Safety - Captain Interview**  
Alex Bellfield • 3 365 videó • 1 004 Feliratozás • 102 meglekintés

**Boeing Dreamliner 787 - Is It Safe?**  
Alan Hill • 11 034 meglekintés • 17:57

**New boeing 787 test flight**  
king alifalab • 487 447 meglekintés • 2:23

**The Very Best Of Cilla Black - 40 Minute Exclusive BOC Interview & Life**  
Alan Bellfield • 583 meglekintés • 20:04

**Special: Jetstar Boeing 787 First Ever Take Off from Sydney Airport**  
SydneyAirportShowcase • 4 658 meglekintés • 3:45

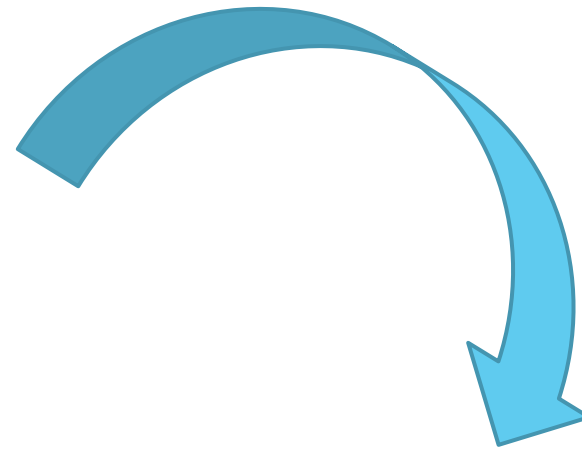
**McDonnell Douglas MD-11 Climbing like a Rocket from Princess Juliana,**  
gloodyvan • 127 902 meglekintés • 1:55

**Boeing 777 final at Newark Airport Cockpit View Night**  
kafnerantz • 3 054 meglekintés • 6:24





- ▶ „long game”
- ▶ célközönség ismerete
- ▶ tartalom flow (let the content travel)
- ▶ közösségépítés
- ▶ média management
- ▶ kockázat vállalása, kezelése



- ▶ **Saját médiumunkká válunk**
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Belső  
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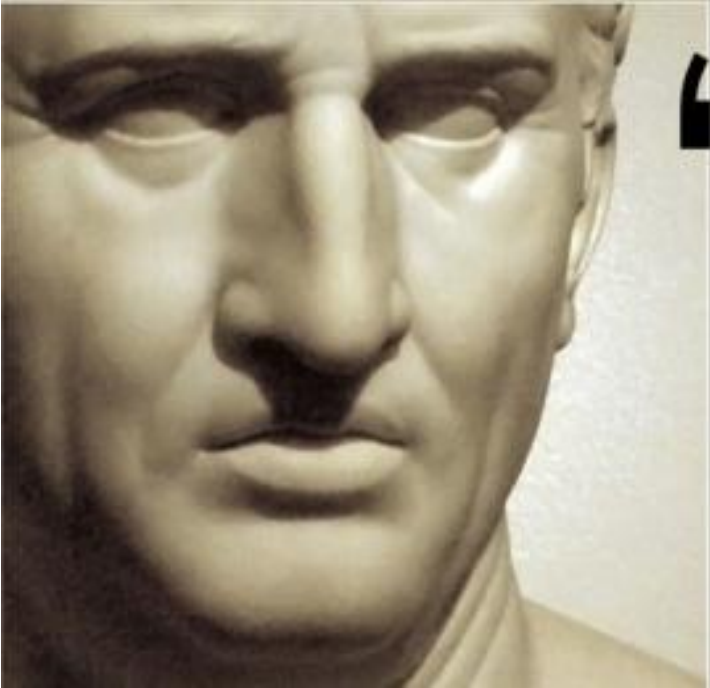
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profi kezelése

Reputációépítés

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márkaépítés  
kevés

Senior  
menedzsment  
szerepe





“If you wish to persuade me you must think my thoughts, feel my feelings and speak my words.”

Cicero, Roman Statesman

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