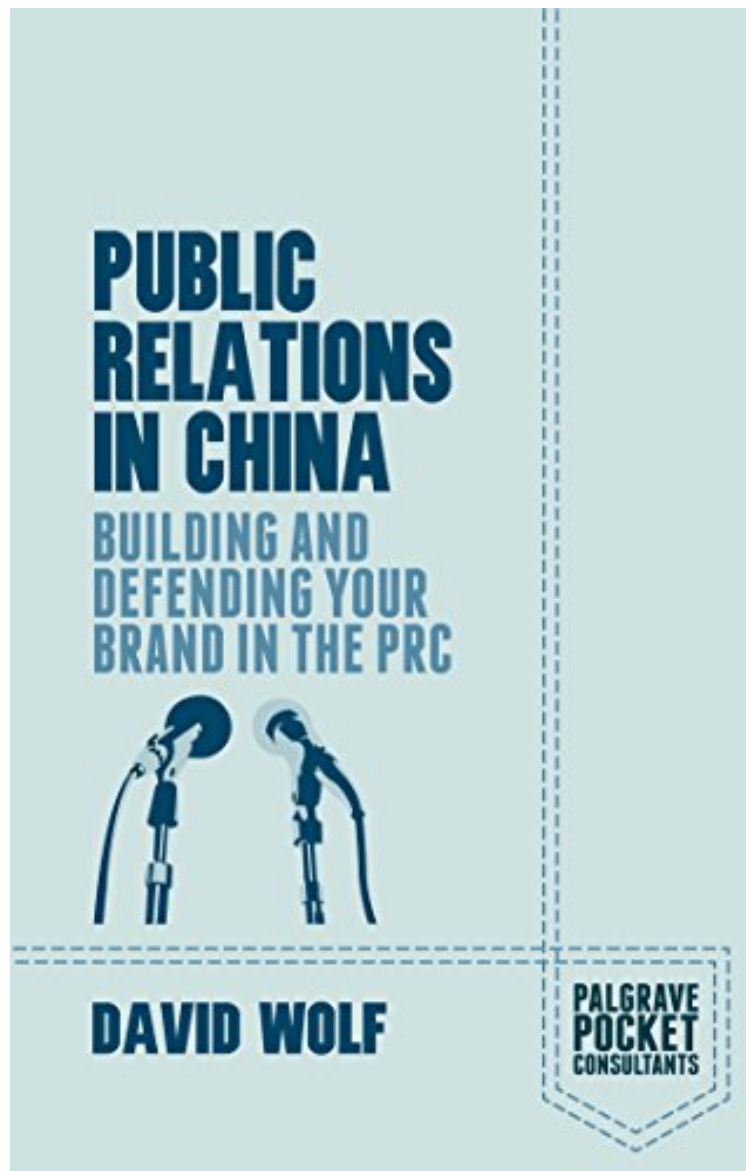


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Public Relations in China: Building and Defending your Brand in the PRC (Palgrave Pocket Consultants)

D. Wolf

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Relations in China: Building and Defending your Brand in the PRC (Palgrave Pocket Consultants):

In this pithy yet compact book, David Wolf, provides business owners and PR practitioners with a roadmap to corporate credibility in China. Laced with thoughtful advice and braced with illustrative cases, *Public Relations in China* strips out the jargon and offers something rare: a practical handbook for building and defending a brand in China.

'This book should be a key reference for those aspiring to win in the complex China market. David Wolf brilliantly synthesizes a professional lifetime of wisdom and insights in public relations in China and presents these in a richly engaging manner. Implementing the recommendations and avoiding the pitfalls identified by this public relations pioneer will help companies win in the China market where anything is possible, but nothing is easy.' -Mary B. Teagarden, Professor of Global Strategy, Thunderbird School of Global Management "Not only is David Wolf one of the foremost authorities on China's multifaceted public relations industry, but he has consistently demonstrated an uncommon ability to turn his many years of experience and insight into the kind of eloquent intelligence that remains rare in such a critical market. Businesses looking to proceed successfully in the country would do well to take note." - Arun Sudhaman, Partner/Editor-in-Chief, The Holmes Report 'Wolf draws on his decades of experience to demonstrate how PR in China is much more than simply press releases and media engagement, but instead a critical function that impacts all aspects of a business's China operations especially sales. Anyone thinking about or currently doing business in China should read this book.' -Joel Backaler, author of *China Goes West: Everything You Need to Know About Chinese Companies Going Global* 'I always felt that David Wolf could write the book on public relations in China. Now he has. David is the one of the preeminent voices on how companies can navigate and succeed through their public relations efforts in China. I'm honored to have David as a colleague at Allison+Partners and so pleased that many others will be able to enjoy David's unique perspectives through this book.' - Scott Allison, Founder and Chairman, Allison+Partners, LLC

About the Author David Wolf is Managing Director of Allison+Partners' Global China Practice. Recognized as a leader in China's public relations industry, David specializes in helping clients manage complex communications challenges, including government relations, crisis, new market entry, and corporate reorganization. His current clients include Underwriters' Labs (UL), Micron Technologies, Airbnb, the Public Interest Registry, and the Canola Council of Canada. In addition, David is called upon by regional and global media as an analyst and commentator on business in China, and contributes to publications including *Foreign Policy*, *The Holmes Report*, *EuroBiz*, *Media*, *AdAge* magazine, and *WARC*. David is an Editorial Advisor for the *China Economic Quarterly*, and has been a blogger for eleven years at *Silicon Hutong* (<http://siliconhutong.com>) and *The Peking* (<http://www.pekingreview.com>). Prior to joining Allison+Partners, David spent seven years as President and Chief Executive Officer of Wolf Group Asia (WGA), a Beijing-based strategic corporate communications advisory firm. Serving clients including Discovery Networks, Motorola Mobility, Google, Foxconn, Blizzard, AOL, About.com and Irdeto, WGA won both client and industry accolades. Before starting WGA in 2005, David led the Asia-Pacific Technology Practice for Burson-Marsteller, leading a team of nearly 50 professionals in offices across Asia and Australia. Prior to joining Burson-Marsteller, David was Managing Director and Chief Operating Officer of Claydon Gescher Associates (CGA), a boutique strategy and public affairs consultancy based in Beijing with a focus on media, entertainment, and telecommunications. David has lived in China since 1995, and now divides his time between Beijing and Los Angeles. He holds a Masters degree in International Management from the Thunderbird School of Global Management, and a Bachelor's degree in International Relations from the University of California, Davis.