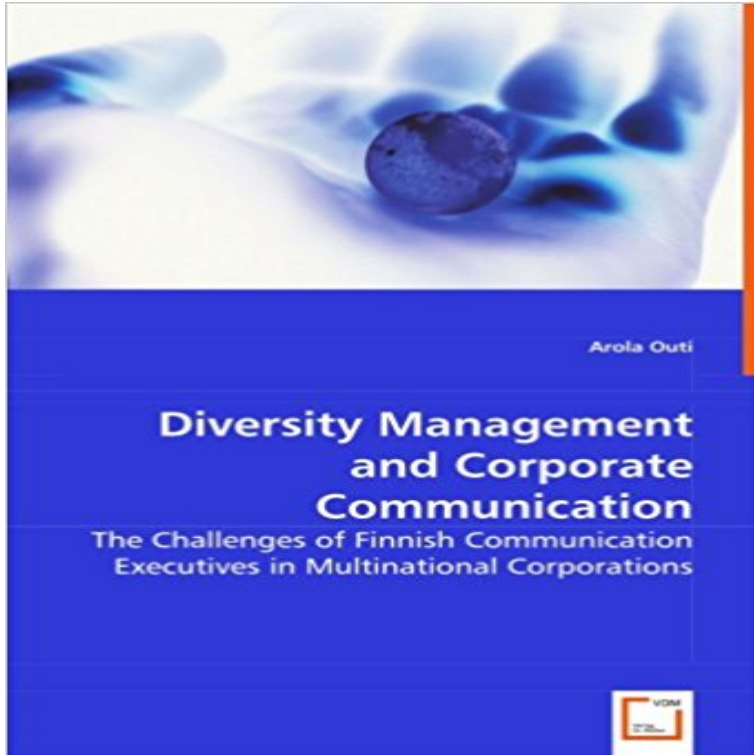


Diversity Management and Corporate Communication: The Challenges of Finnish Communication Executives in Multinational Corporations



The importance of cultural diversity in the corporate communication context has been widely recognized. However, international and intercultural business or PR related literature does seldom focus on this particular subject. Multinational organizations create infrastructures that require people to communicate with geographically dispersed and culturally diverse others. Corporate culture and particular sub-cultures affect this process. Moreover, different national laws and culture-related values create pressures and consequently communication executives face multiple challenges. Thus, the purpose of my research was to identify critical success factors related to cultural diversity in corporate communication management. I wish that especially the critical incidents included in my book are of benefit to the PR and communications students and practitioners alike. These real life experiences of eight corporate communication executives in Finland-originated multinational corporations give a rare insight into the challenges of an international career...and also an answer how to achieve competitive advantage through diversity management at communication department.

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