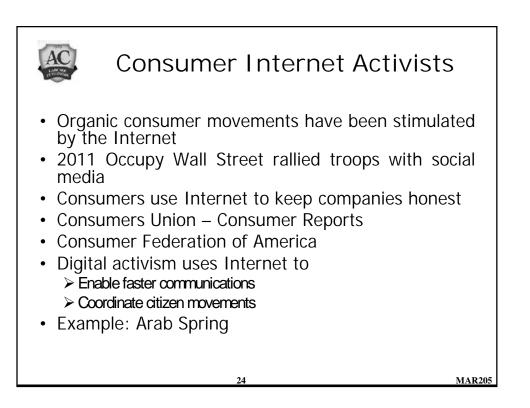
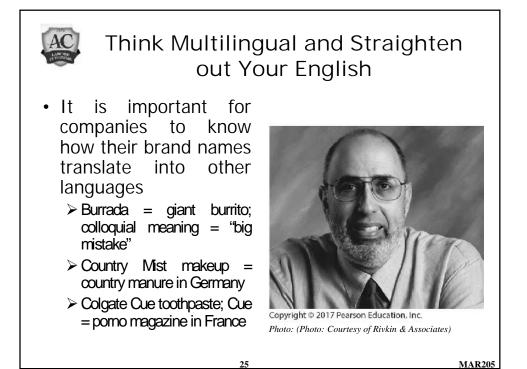


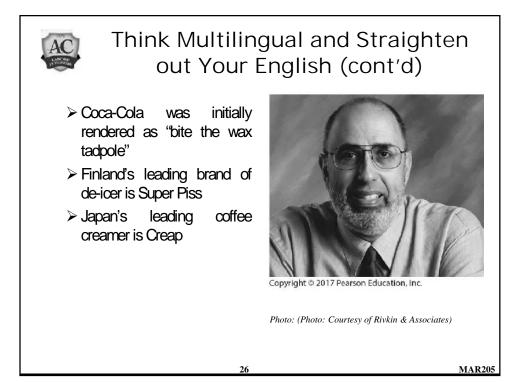


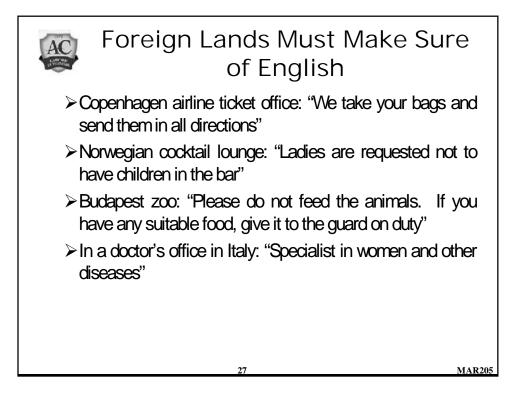
## What should MNCs should do?

- It must recognize that the world has shrunk because of new communication and information technologies; truly, McLuhan's vision of the world as a "global village" is a reality.
- They must be sensitive to how their actions in one situation may indeed affect people of different cultures in different locales.
- They often become the most prominent standard bearers of their home country.
- They must first act responsibly, and then communicate itnot the other way around; they must "walk the talk."
- They must support local causes; "thinking globally" but "acting locally" is especially important when it comes to philanthropic endeavors.

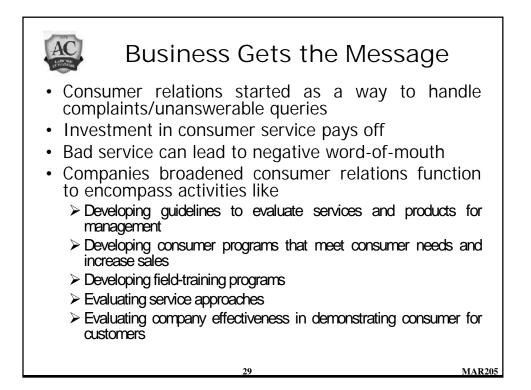


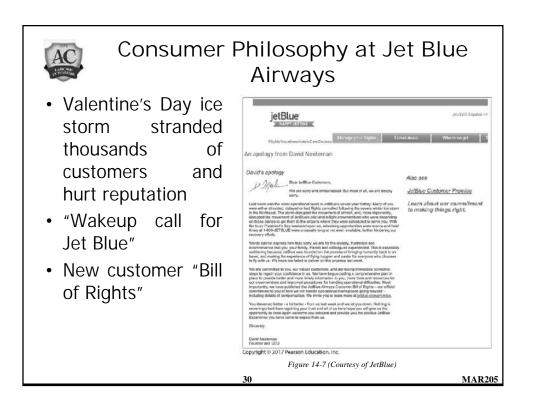














✤ <u>Review Questions:</u>

- 1. List and briefly describe typical goals or purposes an effective consumer relations program would have.
- 2. If a multinational company has any hope of enjoying a positive global reputation, what are some things it should do?



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