



Corporate Communication Institute at Fairleigh Dickinson University

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NEWS RELEASE

For Immediate Release

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Corporate Communication Institute Director Speaks at RSA U.S. Meeting

Michael B. Goodman, Ph.D., Founder and Director of the Corporate Communication Institute (CCI) at Fairleigh Dickinson University, was the featured speaker at the Friday, October 1 meeting of the Royal Society for the encouragement of Arts, Manufactures & Commerce, better known by its acronym, RSA, at the offices of the American Management Association (AMA) in New York City. Drawing from CCI research findings and from his broad experience consulting to industry and serving on numerous industry groups, such as the PR Coalition, Business for Diplomatic Action, and the Arthur W. Page Society, Dr. Goodman discussed *Meeting the Global Challenges of the Contemporary Business Environment*.

A hostile business environment currently exist for multinational companies and their global products and services, fueled in part by misperceptions, misunderstandings, and anti-Americanism. Studies by the Pew Global Attitudes Project, Edelman, and NOP World indicate that the negative sentiment is growing. Dr. Goodman, a Fellow of the RSA, discussed possible

solutions in the context of the increasing demands on business for greater transparency and trust in the wake of scandals, and the role of business in combating anti-Americanism. Dr. Goodman's remarks are available on CCI's website at <http://www.corporatecomm.org/archive.html>.

RSA was founded in England in 1754 "to encourage the development of a principled and prosperous society." The Corporate Communication Institute provides a world-class, research driven teaching program on the best practices and theory of the profession for corporate practitioners, scholars, policy makers, and students.

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