



**Corporate Communication Institute at Fairleigh Dickinson University**

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**NEWS RELEASE**

For Immediate Release

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**Corporate Communication in Greater China at the Dawn of the New Millennium**

As Chinese companies increasingly develop into modern, forward-looking international enterprises, they devote more and more attention to the function of corporate communication and view it as an integral part of the management process. This special briefing presents the preliminary results from the first of its kind benchmark study of corporate communication practices and trends in China. It will be presented at Fairleigh Dickinson University's College at Florham campus, Madison, NJ in Lenfell Hall, The Mansion, on Wednesday, April 26, 8:30 AM to 11:00 AM. The study was underwritten by Prudential Financial, Inc. and conducted by the Corporate Communication Institute, Purdue University, and Horizon Research (Beijing). Presenting research findings will be Robert DeFillippo, Chief Communications Officer, Global Communications at Prudential Financial, Inc.; Michael B. Goodman, Ph.D., Director, Corporate Communication Institute at Fairleigh Dickinson University; and Jian Wang, Ph.D., Assistant Professor, Department of Communication, Purdue University. The event is sponsored by the Corporate Communication Institute (CCI) at Fairleigh Dickinson University.

The study reveals the current state of corporate communication in China, and enables a comparison with practices among U.S. companies based on CCI's ongoing research into U.S. corporate communication practices and trends.

The program is open to the public. For admission fees and to register contact CCI at 973-443-8709. For more information visit CCI's website at <http://www.corporatecomm.org>.

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