



CORPORATE COMMUNICATION INTERNATIONAL at Baruch College/CUNY

A global center for information and knowledge on corporate communication

55 Lexington Avenue, B 8-233, New York, New York 10010 • Tel: 646.312.3749 • Fax: 973.270.0039 • cci@corporatecomm.org • www.corporatecomm.org

NEWS RELEASE

For Immediate Release

October 17, 2011

Contact: Michael B. Goodman, Ph.D., Director

646-312-3749

cci@corporatecomm.org

The Hong Kong Chapter of CCI-Corporate Communication International is Inaugurated at The Hong Kong Polytechnic University

Hong Kong. On October 12, 2011, Professor Michael B. Goodman, CCI Director; Christina M. Genest, CCI Associate Director; Professor C.R. Huang, Dean of Faculty of the Humanities at The Hong Kong Polytechnic University (Poly U); and Professor Daniel So, Acting Head, Department of Chinese and Bilingual Studies at Poly U along with the university's corporate communication team inaugurated The Hong Kong Chapter of CCI-Corporate Communication International at The Hong Kong Polytechnic University. The event was followed by a banquet celebration hosted by Professor So and the newly inaugurated Hong Kong CCI chapter.

On October 13, 2011 members of CCI's Board of Advisors, Robin Cohn and John Santoro were featured speakers at The Hong Kong CCI Chapter's Inauguration Forum: *Corporate America in the Land of the Dragon* held at Poly U.

Robin Cohn is President of Robin Cohn & Company and author of *The PR Crisis Bible* (St. Martin's Press). Cohn directed the response to the tragic Air Florida Flight 90 crash in the Potomac River. She is widely quoted in the press, including *The Harvard Business Review*, *The New York Times*, and *USA Today*. She has appeared on a number of news programs such as CNN, ABC World News and BBC. She discussed crisis communication from a cross-cultural perspective drawing on her experience consulting to Asian clients.

John Santoro is VP, Stakeholder Communications at Pfizer Inc and past-president of the Council of Communication Management. His 36 year career includes leadership positions in human resources consulting, C-suite speechwriting and global employee communication. He teaches in

the MA in Strategic Communications at Seton Hall University (USA). He outlined Pfizer's experience as the largest US headquartered pharmaceutical company operating in China.

Corporate Communication International at Baruch College, City University of New York (USA) is a global center for information and knowledge on corporate communication. Devoted to the theory and practice of corporate communication, CCI provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

###