HUFFINGTON POST: The Future of News Is Here -- and It's Visual, Social, Mobile and Global

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Business Wire CEO Cathy Baron Tamraz discusses the future communications landscape, as well as the changes professional communicators need to be prepared to make to remain relevant and competitive. A sample:

The communication landscape is one of constant change. To be an influencer in the industry, companies have to embrace a culture of innovation and change. The truth is that communications has changed more in the past five years than it has in the past 100, and it will change more in the next year than the last five. The question we each need to ask is how are we evolving as communicators to meet these rapid changes?

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