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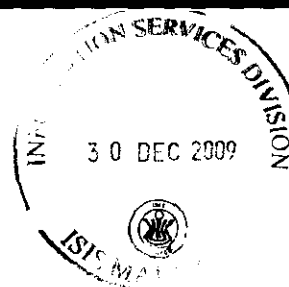
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Front Cover Picture: Our cover image for this issue of **Asian Defence & Diplomacy** is a Type 054A frigate of the Chinese People's Liberation Army Navy (PLAN). Chinese naval capabilities have increased dramatically in recent years and the pace of capability growth shows no signs of slowing down. The PLAN South Sea Fleet currently has four Type 054A frigates in service, with the East Sea Fleet having two Type 54A and two of the earlier Type 54 class frigates. A new Type 54A has recently finished sea trials, with another unit still in build. More Type 54A are expected, but these will probably be an evolved design with new features. At the top end of the surface ship scale China continues to move towards bringing the aircraft carrier Varyag into service. Varyag will be the training ground for China's future naval aviation ambitions. What they do after Varyag could well shape the future regional naval environment. (Photo: via SVT)

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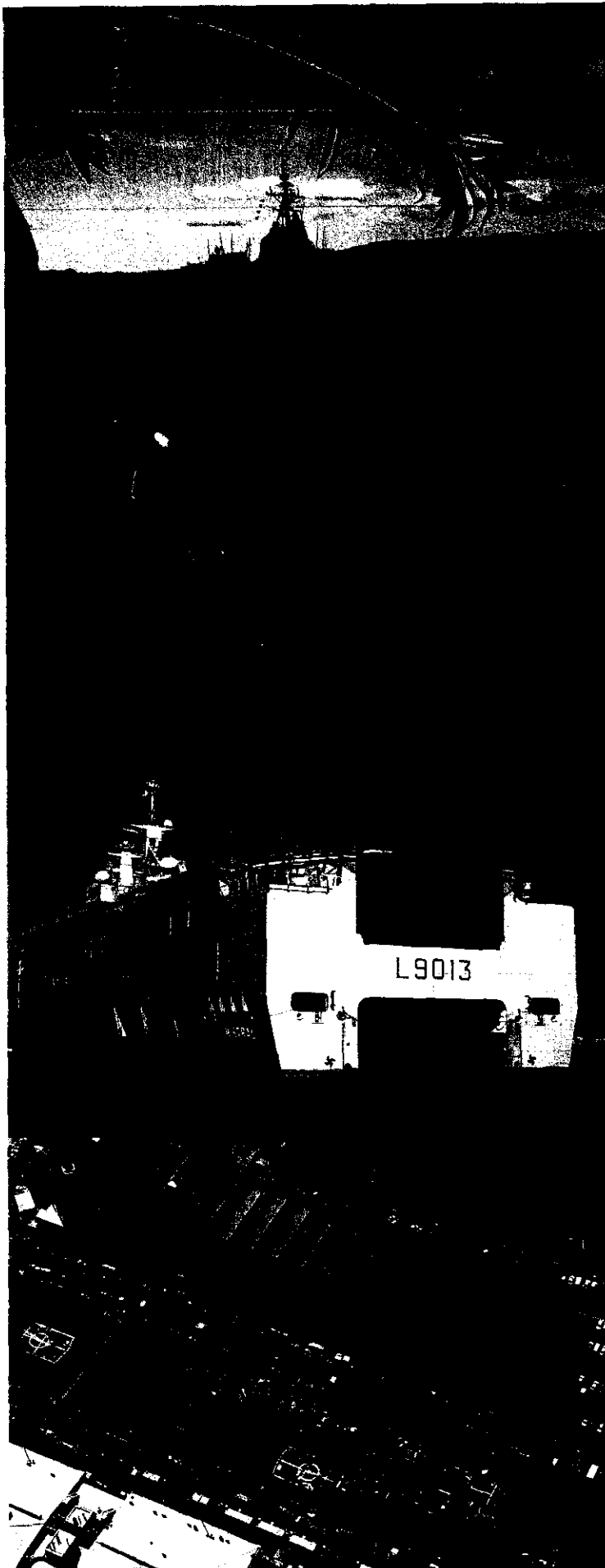
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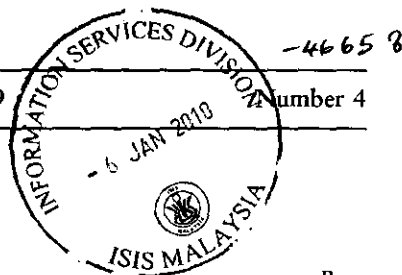
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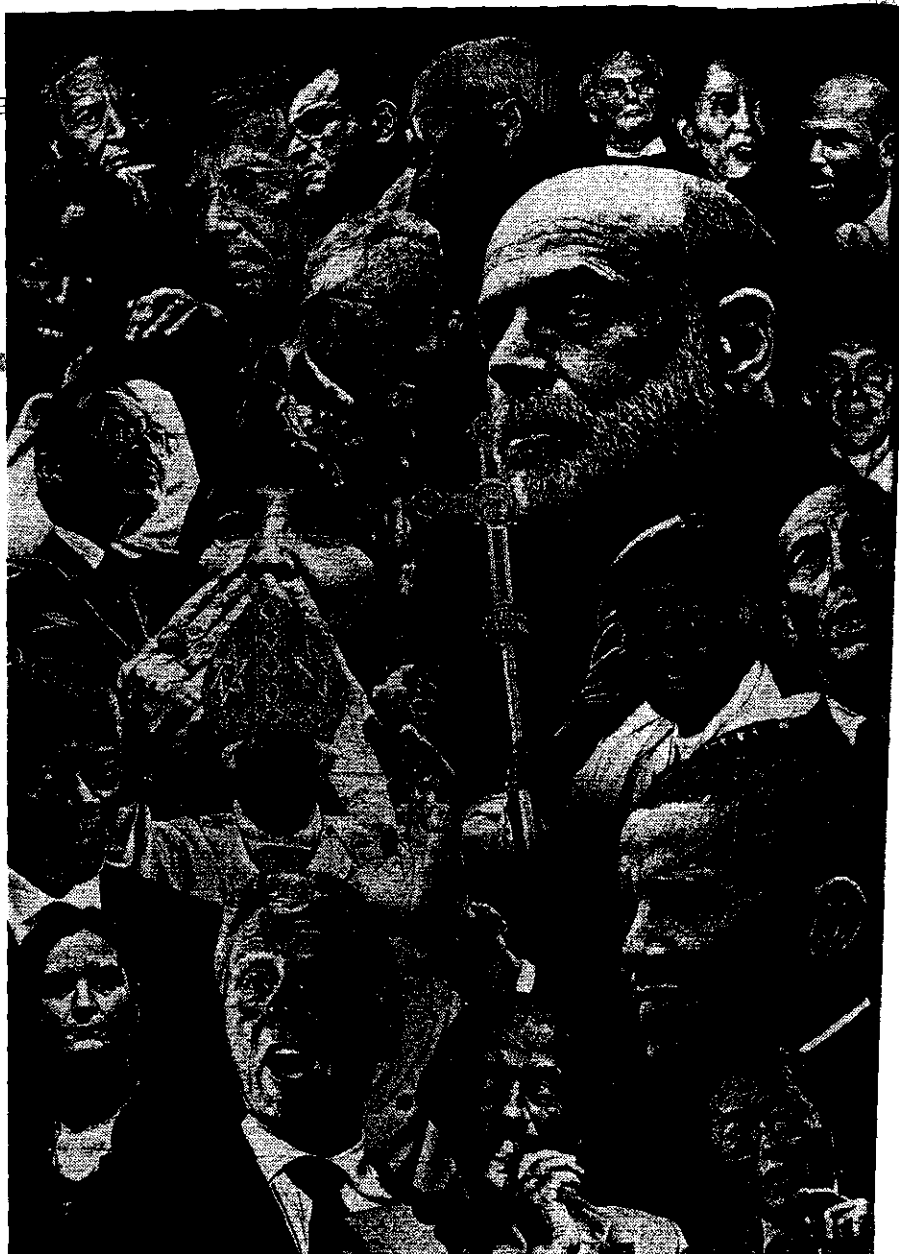
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They had the big ideas that shaped our world in 2009.



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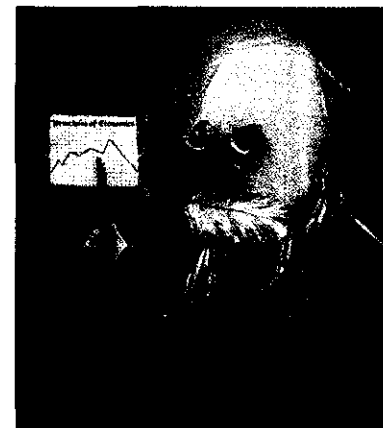
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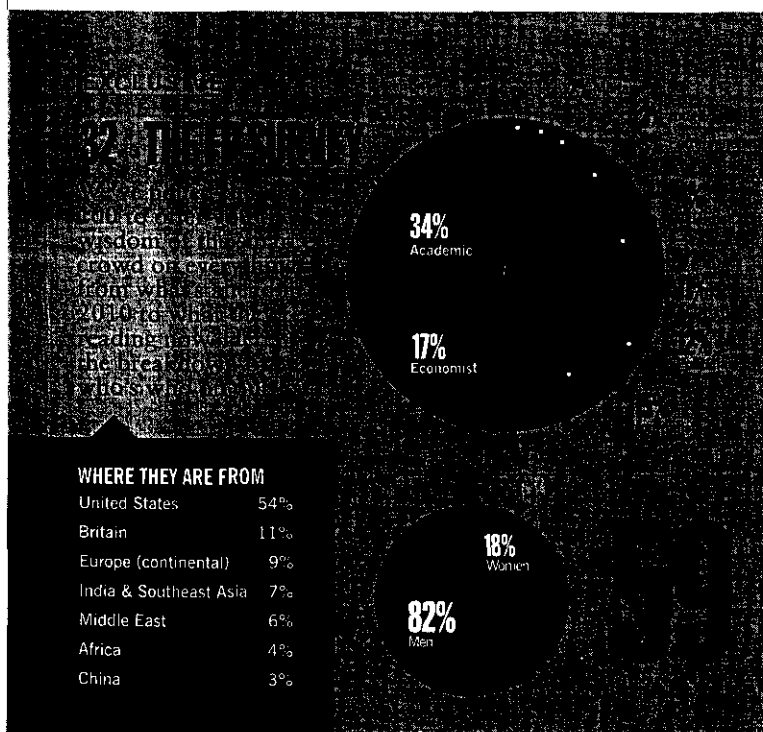
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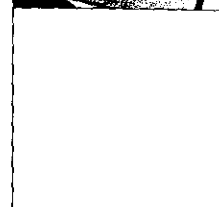
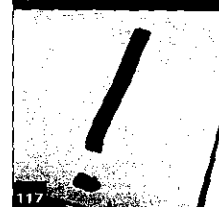
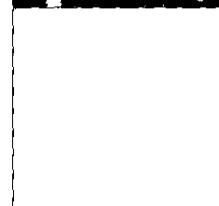
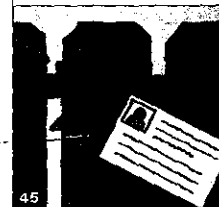
Gerald C. Kane, Robert G. Fichman, John Gallagher, and John Glaser
As you modernize your company's approach to community outreach, you'll need to assemble a social media team equipped to identify new opportunities for engagement and prevent brand damage.

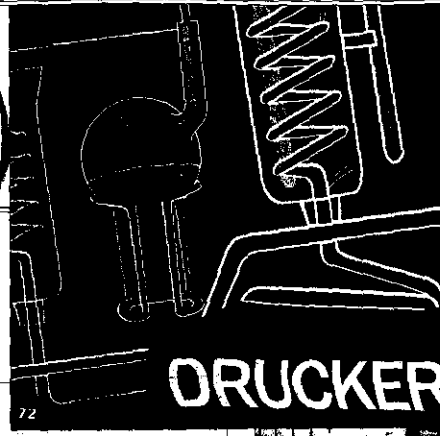
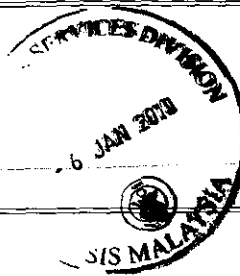
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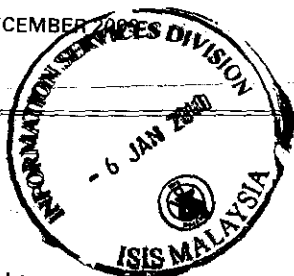
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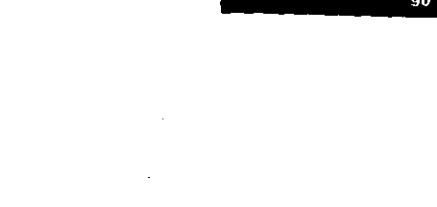
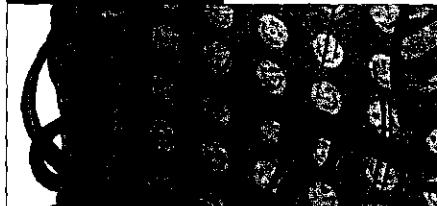
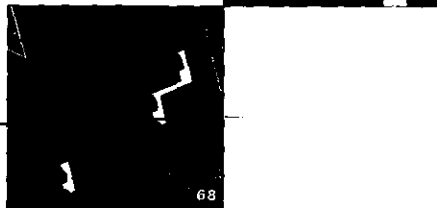
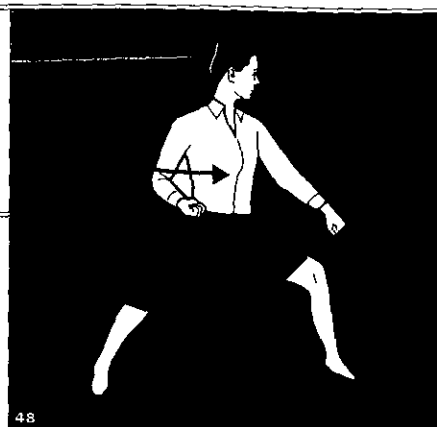
When deciding how – or even whether – to react, keep your eye on the brand, the nature of the crisis, and the company's degree of seeming culpability.

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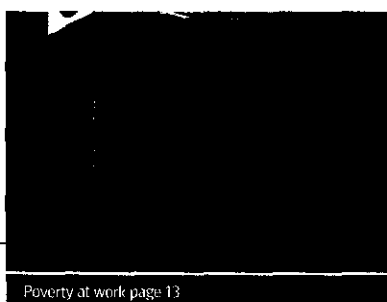


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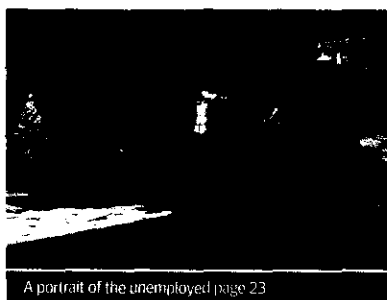
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