

# Communicate

## Dodging the flak

Tax avoidance and corporate reputation

**9 out of 10 cats**  
Using polls to position the brand

**Short and sweet**  
The best corporate uses of Twitter

**Adamant Yves**  
Alliance Boot's bullish comms director

Media brand of the year - PPA/IPAC

PR's biggest buzzwords • Endsleigh rebranded • PR for foreign regimes

