Prospects for Crisis Prediction: A South Pacific Case Study, ISSN 0069-0104, 9780731609079, Strategic and Defence Studies Centre, Research School of Pacific Studies, Australian National University, 1990, Ken Ross, 1990

7. International Commission for the Study of Communication Problems, Many Voices, One World 13 (1980). Hereinafter cited as MacBride Report. The MacBride Commission consisted of sixteen independent experts in the field of information, communication and development aid. The Commission completed its work in 1979. 8. See Masmoudi, M., The New World Information Order, 29 Journal of Communication 172-185 (1979). Mustapha Masmoudi, former delegate to UNESCO and member of the MacBride Commission, was considered the leader of a group of Third World nations in UNESCO closely tied to Director-General M’B. A famous case study when it comes to crisis PR, Pepsi was involved in a strange backlash where a syringe was allegedly found in a drink in Washington. The following week there were over 50 reports of Diet Pepsi tampering, which all turned out to be a hoax. Negative press is not ideal - no matter what the truth is. Pepsi managed to work with the FDA, which was satisfied that the story was fabricated, staunchly denying any accusations. In response, Pepsi produced four videos throughout the crisis to gain people’s trust of the canning process and CEO Craig Weatherup appeared on news channels. This book is the first comprehensive discussion of how tensions in liberalism create problems for the establishment of a liberal world order. The book is also the first skeptical liberal statement to appear since the era of liberal optimism-based in anticipation of the end of history-in the 1990s. Sorensen identifies major competing analyses of world order and explains why their focus on balance-of-power competition, civilizational conflict, international terrorism, and fragile states is insufficient. The understanding of Russia to develop the eastern area and to carry out Asia-Pacific cooperation has changed distinctly after the Ukrainian crisis. It no longer looks at the Asian-Pacific region from the previous perspective of the East and West balanced development and the Eurasian balanced diplomacy, whereas it regards cooperation with the Asia-Pacific countries as an important support for itself to get rid of the economic crisis and diplomatic isolation, and realize modernization, and as a battleground to pursue the great national aspirations. Arms sales and energy are two important lever