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Improving Your Inter-Company Communications At No Cost

By Martin Bailey

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It's all very well having a flashy (and expensive) advertising campaign, backed up by a wealth of positive PR, but if your staff are not all pulling in the same direction this could be the biggest leak in your plan.

Want a more in-depth guide to internal and customer communications, plus a CD-ROM with software with advice, additional content and links to helpful sites?

Buy 'Marketing your Business' today

Firstly, everyone need to be able to get accurate information, so ensure that you have a good computer network (or better still, a fully-fledged Intranet) and routinely store the latest versions of documents where everyone can access them.

Keep all staff that have any exposure to customer AT WHATEVER LEVEL aware of new campaigns. Even the Stores Manager might talk with customers on the phone, so make sure that everyone knows what's going on.

As a Marketing Manager you may be paid for your ideas, but it doesn't mean that you're the only one that has them. Listen to others – they may come up with the basis of an idea that you can develop, but ensure you don't steal all the credit – the very fact that you can deliver on the initial idea proves your worth, and nothing is likely to aggravate colleague more than someone stealing their glory.

As email is commonplace in most businesses you can easily keep staff up-to-date with newsletters. It doesn't have to be anything flash – just a short, sweet email with a summary of what's going on. In any case, if you write a long-winded document, chances are it won't get read.

Chat systems can be a good way of hosting online meetings, regardless of the location of staff. Products such as MSN Messenger, Eyeball Chat, ICQ, Skype and Ivisit all offer the ability for users to type, talk and even video-conference with one or sometimes even several people simultaneously.

This subject is covered in greater detail in Martin Bailey's book, *Marketing your Business*, available from www.marketingyour.biz. Chapter 1.5 within the theoretical sections of 'Marketing your Business' enters into much greater detail about improving communications and internal staff relations. Chapter 1.8 also demonstrates various Internet communication methods.

Since 1992 Martin Bailey has been involved with the marketing activities of small and medium sized companies, either through working directly for the organisation or by assisting friends and colleagues in

their own business ventures. Based in the UK he regularly assists companies around the world in creating product and brand awareness for their chosen marketplaces. He has also written a number of IT and technical articles for niche market trade magazines.

A Call for International Marriage Laws

By Kemisola Yusuf

I recently watched a CNN programme which centred on kidnapped daughters (from multicultural marriages) who were unwillingly given away in marriages in Islamic states by their fathers. Usually, the fathers were from these Islamic states. While pondering over why some states still refuse women their rights to choose whom to marry, the key question I am also trying to answer is Which international law governs inter-country and inter-religious marriages?

The real issue is whose belief overrides in an inter-country and inter-religious marriage. Should the father dictate the beliefs of his daughter till she is 18 or should the mother? Whilst love still stands as the basic foundation for a successful marriage, marrying a foreigner with a different religion/beliefs needs a more concrete foundation such as a signed agreement.

Some women marry male foreigners without fully understanding his background, his beliefs &and most importantly, the beliefs of his people. Some may argue that when they married their husbands, he was a free thinker. This is true especially of westernized men. However, this most likely changes when the man has to return to his roots his people and their beliefs&.and they often return home.

So, which law protects children from inter-country and inter-religious marriages? Which written law states that the man cannot take his daughters back to his roots and marry them off to whoever he wishes? Which law states that a father cannot forbid his daughters to go home and visit their mother? Which international law states that a woman forced to have sex with a husband she was unwillingly married to is pure rape? Which international law states that a woman who has her passport seized by her father is denied her rights?

As the world becomes truly global, perhaps it is time the United Nations begun to look at International

Marriage laws which protect the children from inter–country marriages. However, can these children truly be protected despite the political obstacles that prevail?

The obvious answer remains that the end to kidnapping is the establishment of international marriage laws which countries can be held accountable for. Whilst couples await these laws, it may be expedient to sign agreements in a court of law to protect unborn children. The question, then, is whose court of law?

Kemisola Yusuf – A Consultant who has a passion for supporting the Black Woman...

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