

中國公關市場：回顧與展望

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中國公共關係市場從無到有，從小到大，約有二十年的歷史，其基本線索為國際化和本土化，大致有三個節點：1993 年中國國際公關協會對中國公關市場的頂層和戰略設計；2003 年起中國公關市場上中外公關公司的橫向較力發生變化，本土公關公司規模和實力逐漸超過國際公關公司；2013 年中國公關業進入一個結構調整期，面臨四大發展趨勢和四大挑戰，即傳播整合、數位化資料化的業務突破、國際化和海外市場拓展、全面深化改革的影響。

China PR Market: Prospect and Retrospect

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The 20 years' evolution of China PR Market. through globalization and localization can be shown by three key points. In 1993, China International PR Association has set the strategy for developing the PR market. From 2003, the turnover and income of local agencies have gradually surpassed the international agencies in this market. And now from 2013, China PR industry has been getting into a period of structural readjustment, and facing four trends or challenges, which are communication integration, change of digital and date technology, globalization and the overseas market expansion, and the impact of comprehensively deepening reforms in China.