* **Under** [“Edge”](http://www.ruderfinn.com/htmlbeta/#/edge/edgehome) **update text:**
  + **Update the “Broadcast” description:**
    - RFI Studios' broadcast and animation capability integrates content with converging technologies and a staff of producers and project managers that create nationally recognized, award-winning features in a variety of formats.
  + Update “Insights” description:
    - As a creative agency, we know that ideas, innovation and beautiful design are integral to Internet success. As a professional agency, we recognize that ensuring the success of a website means more than just fantastic design; as we set out to deliver our clients' creative…
* Under [“Insights”](http://www.ruderfinn.com/htmlbeta/#/edge/insights) section update:
  + As a creative agency, we know that ideas, innovation and beautiful design are integral to Internet success. As a professional agency, we recognize that ensuring the success of a website means more than just fantastic design; as we set out to deliver our clients' creative, strategic, and integrated communications programs that yield quantifiable results.

We bring a strategic and integrated approach to every project, leveraging the full strength and reach of one of the world's largest and most respected public relations firms - Ruder Finn. Our world-class network of partners is made up of more than 1500 practice area specialists ranging from healthcare and technology to consumer marketing, travel and global issues.

* Under [“Legacy”](http://www.ruderfinn.com/htmlbeta/#/about/legacy) update text:
  + I once described PR as "an old method of advocacy and salesmanship updated to meet the conditions of a mass society," but that description now seems too simplistic. Now I feel we need a new and more mature description of what PR is all about.

After almost sixty years in the business, it seems to me that the practice of PR is not simply a form of advocacy and salesmanship, but rather an effort to help people get along with each other in a complicated world. We practitioners also try to help enrich people's lives with meaningful insights and valuable information about matters that can be important to them.

Now that PR has established itself as a valuable resource for so many different kinds of people, organizations, institutions, governments, our goal should be to train our successors to be as knowledgeable, sensitive, thoughtful, imaginative and creative as they can possibly be.

I believe there will be an increasingly significant role for PR in the future. With the sound advice PR people may give, and the effective means of communications they are good at, they should have resources to help make a better world.

In the year 2000, Kofi Annan, the great Secretary General of the United Nations and a dear friend of mine, pointed out that the 20th century was the most devastating century in history, and he hoped the 21st century would be much different. It would be a significant contribution if the people in the PR business could play a significant role in achieving that goal.

* Under [“About”](http://www.ruderfinn.com/htmlbeta/#/about/abouthome) update “ABOUT RUDER FINN, INC” text:
  + Ruder Finn, Inc. is a leading independent communications agency with more than 65 years experience. Maintaining offices in New York, San Francisco, London, Beijing, Hong Kong, Shanghai, Singapore, Guangzhou and India, the agency employs over 400 of the leading public relations professionals in the world. Ruder Finn is organized around four strategic pillars that reflect its key areas of leadership: Health & Wellness, Corporate & Public Trust, Technology & Innovation and Consumer Connections. Expertise includes corporate reputation management, branding, cultural and social issues, and intent-driven social media through its full-service digital agency, RFI Studios.
* Under [“Leadership”](http://www.ruderfinn.com/htmlbeta/#/about/leadership) update:
  + Jean-Michael Dumont’s title to: Chairman, Asia
  + Susan Goldstein’s title to: Global Head of Health & Wellness
  + Nick Leonard’s title to: Managing Director, Ruder Finn London
  + Trina Chiara’s title to: EVP, Healthcare Strategy
  + Heather Gartman’s title to: Director, DC Healthcare
  + Fiona Phillip’s title to: SVP, Healthcare
  + Jen Long’s title to: Director of Technology & Innovation
  + Elan Shou’s title to: SVP & Managing Director, China
  + Gao Ming’s title to: SVP & General Manager, Shanghai
    - Also update image to his image on [ruderfinn.com](http://www.ruderfinn.com/#/about/leadership)
  + Yu Poh Leng title to: VP & General Manager, Singapore
    - Update Yu Poh Leng’s name to Poh Leng Yu
  + Sharon Liao’s title to: SVP & General Manager, Guangzhou
* Under [“Offices & Contact”](http://www.ruderfinn.com/htmlbeta/#/about/offices)
  + Add San Francisco office:
    - **Ruder Finn San Francisco**

**CONTACT**

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[**zapatad@ruderfinn.com**](mailto:zapatad@ruderfinn.com)

**ADDRESS**

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[View Map](http://maps.google.com/maps?q=220+Montgomery+Street+Suite+969+San+Francisco,+CA+94104&hl=en&sll=37.0625,-95.677068&sspn=60.158465,135.263672&hnear=220+Montgomery+St+%23969,+San+Francisco,+California+94104&t=m&z=17" \t "_blank)

* + Update London office to this address:
    - **ADDRESS**

1 Bedford Street London WC2E 9HG  
[View Map](https://maps.google.com/maps?q=1+Bedford+Street+London+WC2E+9HG" \t "_blank)

* + Update Hong Kong office to this address:
    - **ADDRESS**

Units C-E 24/F Neich Tower,

128 Gloucester Road, Hong Kong  
[View Map](http://maps.google.com/maps?q=1%20Coleman%20St.,%20" \l "08-11,%20The%20Adelphi,%20Singapore%20179803" \t "_blank)

* + Update India office to this address
    - **ADDRESS**

The Executive Centre, Tower A

Building No 5, 18th Floor DLF Cyber City, Phase III,

Gurgaon – 122002 Haryana, India  
[View Map](http://www.ruderfinn.com/html/about-office.html?office=india)

* + Update Gao Ming’s title under Shanghai Office to this title:
    - SVP & General Manager, Shanghai
  + Remove “Managing Director West Coast” from DC, Basel and Boston hubs