

# Predictions of up and coming trends within the industry - January 2005

Issued by [Grapevine Communications](#)

9 Jan 2005

Marie Yossava, MD, Grapevine Communications, lists her top five trends:



1. 2005 will see more businesses utilising a PR company to successfully launch brands.
2. 2005 will see further case studies of international brands and entrepreneurs who will attribute their success to the power of PR.
3. Companies will realise the importance of investing time and manpower in their communications consultancy, not just funds.
4. The Internet will become a more recognised and powerful PR medium for businesses.
5. The continuing focus of core competencies within the industry will continue to gain the respect of businesses and other industries.

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