

1992 : Brigitte Fournier writes a book on Crisis Management entitled, "l'Entreprise en état de choc" (The Company in a state of shock).

So, is it a small world?

"International" is one of those words which is regularly used without due attention being given to its real meaning. Today, everything is globalized, internationalized. The world has become a village. The problem is that it has also remained a Tower of Babel, a complex web of languages and cultures. The fact that we all speak English does not mean that we have an international culture.

Has the world really become smaller? Perhaps, but it certainly hasn't become any simpler. International relations are a part of daily life, they are something we live with all the time and they are also a way of uniting people who have neither the same culture, nor the same values, nor the same way of perceiving the world and their careers. You can't speak to a Hungarian journalist in the same way you would speak to a British editor, to a Spanish journalist or to the dean of an American university.

From the very beginning, Noir sur Blanc adopted an international outlook . In 1994, the Agency recruited its first foreign consultant and began working for clients established outside of France. We also encouraged our French clients to think beyond their national borders, to make contact with global competition and to extend their networks to media around the world.

Several years down the road, and the Agency is becoming increasingly international. Our staff includes six different nationalities and works in every major language every day. Our consultants are in regular contact with the media around the world, from the Far East to the newest members of the European Union, to North and South America.

This unique mixture of cultures and languages enables Noir sur Blanc to be flexible and adaptable, and above all a truly international Agency.