

Regardless of time and space, communication lies at the heart of human interaction. As we approach the tail end of the digital era, many of us still lost in communication; from an individual level to a societal one.

Communication per se may not be complicated, but people are. In a broad sense, internal and external factors can have an effect on individuals, which in turn affect their perceptions and communications. This issue of CMAP, covers this matter through the topic pertaining to understanding high vs. low context communication styles for international teamwork, consumers' perceived luxurious value of Louis Vuitton and the congruency of its brand ambassador, how to improve online cross-cultural communication, specifically for diplomats, religious crisis communication in Bangladesh, and how to benefit Thai film industry through database management.

The whole process of communication involves many entities, one such that we can control is ourselves. Perhaps being kind, understanding, and honest are what is needed in communication, and in our society. At the end of the day, everything we say and do is the message confirming who we are.

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