



- Mark Palmer

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WELCOME TO THE WORDS ISSUE

Brunswick CEO Neal Wolin writes: "Best to lead by this credo: Words matter, always"

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corporate spokesman can emerge from scandal with his integrity and reputation intact

YES COMMENT

- "No comment" is no longer a safe way for companies to dodge tough questions
- **#SORRYNOTSORRY** Apologizing on Twitter isn't as easy as it may seem

"FOR PERSONAL REASONS" The old euphemisms for executive departures no longer suffice

ALL TOO FAMILIAR

Germans are conflicted about the spread of US-style informality





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