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The reputation game: the art of changing how people see you

Communications companies working in the region are often associated with 'reputation laundering' - boosting the domestic or international image of a government or head of state. British firms Racepoint and BTP Advisers have come under the media spotlight in recent years following their work with, respectively, the Rwandan government and Uhuru Kenyatta's 2013 re-election campaign.

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