

**COMMUNICATION IN INSURANCE**

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**ABSTRACT**

In this difficult period for insurance, all strategies must be focused on the way of increasing the gross written premium. Among these, a very special one is the communication strategy. In this paper we will analyze the communication strategies used by Romanian insurance companies, compared to the communications used by major insurance companies in the world. There will be some recommendations for insurance companies that may help them to evolve in this competitive industry.

Keywords: *Insurance, strategy, communication*