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AMIC WORKSHOP ON
THE IMPACT OF NEW MULTIMEDIA
ENVIRONMENT ON
NEWSPAPERS AND MAGAZINES,
BANGKOK,
OCT 25-26, 1996

The list of speakers, session topics, and paper presentation and programme design and organization - all combined provided the participants a highly relevant and beneficial two-day workshop.
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1. Evaluation Report. 5p
2. Programme & List of Participants. 4p
4. The Internet: New Business Opportunities for newspapers & Magazines. By Andreas Becker. 21p
5. How Does The Internet Work? By Wolfgang Mair. 19p
6. Advertising on the Internet. By Andreas Becker. 18p
8. Attachments. 6p
WORKSHOP ON
THE IMPACT OF NEW MULTIMEDIA ENVIRONMENT
ON NEWSPAPERS AND MAGAZINES

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