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<th><strong>Title</strong></th>
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AMIC WORKSHOP ON
STRATEGIES FOR
SUCCESSFUL INTERNET PUBLISHING,
KUALA LUMPUR,
APR 26-27, 2000
The seminar explored the opportunities and threats faced by the publishing industry and how to capitalize on the use of the Internet for online publishing. The Internet enables publishers to directly reach their intended target markets. At the same time, in order to survive in e-business, fundamental changes will be required in the business models, organizational structures, and marketing strategies of traditional publishers.
CONTENTS

1. Programmes. 7p.
2. List of Participants. 6p.
3. Workshop Introduction. 5p.
4. The Internet Challenge. 15p.
8. Strategies for successful Internet Publishing. 9p.
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