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**AMIC WORKSHOP ON
STRATEGY COMPASS FOR
SUCCESSFUL INTERNET PUBLISHING,
MANILA,
MAY 3-4, 2000**

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This seminar explored the opportunities and threats faced by the publishing industry and non-print media companies, and how to capitalize on the use of the Internet for online publishing. To survive in e-business, fundamental changes will be required in the business models, organizational structures, and marketing strategies of these companies.

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Workshop
on

**Strategy Compass for Successful
Internet Publishing**

3-4 May 2000
Manila, Philippines



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