

Management

Monthly Business Publication
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MARKET POSITION:

Management was launched in February 1995. It is positioned as an ideal complement to Capital targeting top management in small and medium companies and heads of department in large companies. Due to high objectives, this publication is soon expected to become the most successful title amongst its category.

		Management
Total Circulation	ACPM OJD 2019	46,005
Domestic Paid Circulation	ACPM OJD 2019	40,894
Readership		
ONE (total readership)	2017	473,000
PREMIUM 2017		
All		253,675
Top 8% Wealthiest		142,504
Senior Management		204,546

EDITORIAL PROFILE:

Management covers all topics which are of interest to executives and gives comprehensive information on company management and especially macroeconomics. Company strategy is explained using management theory and formulae.

Numerous articles taken from Harvard Business are translated into French every month. In addition, the page facing the outside back cover is written by Bill Gates. **Management** adopts a positive and concrete approach of business.

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