

Businessworld 25th Anniversary Issue

The editorial content of the 25th Anniversary Issue of Businessworld is as follows -

- An editorial package, which will consist of, what changed in the world of business in the last 25 years.
- The content will look at democratization of business & the decline of the big business families, the telecommunication revolution, coalition politics, availability of cheap capital, getting integrated into the global supply chain, the rise of the global Indian manager.
- A feature section capturing the past 25 years by using landmark quotes from people, volte face moments and rare black & white pictures from archives.
- 'Believe it Or Not' package. This will have things like ad campaigns, smart statistics - a somewhat witty section.
- Personalities of the past 25 years who have made a difference.
- A special package on the World economy over the last 25 years. This would capture global events that changed Indian thinking, the steady rise of China and the growing business of outsourcing.
- The best of Businessworld interviews: Rare interviews with titans, which are always relevant, will be covered in the pure nostalgia section. Looking ahead - 25 discontinuous changes over the next quarter century.

We hope that you will find the content of this 25th Anniversary Issue of particular interest for reaching business decision makers in India .

For advertising opportunities, please contact:

Christina R. Eccleston
International Advertising Representative
Riverside Media- New York
Tel: 518 523-4794
Fax: 518 523-4708
[**ceccleston@accessriverside.com**](mailto:ceccleston@accessriverside.com)



Issue date : 1st January '07
On stands : 25th December '06
Material deadline: 15 December '06 (In India)