Ramesh and Gargi (A)
Overview

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Toronto Star

- Canadian broadsheet daily newspaper
- Highest circulating newspaper in 2011
- leaning towards the left wing
- It is often disputed to be the most liberal of Canada's Major papers
Overview - conti..

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The Globe and Mail
- Nationally distributed Canadian Newspaper
- Based in Toronto and printed in 6 cities
- Canada's largest circulating national newspapers
The Globe and Mail

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- ROB – Report on Business
- Integral part of the news paper
- Standard report on Business
  15–20 pages

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- Every Saturday a special report on business weekend is released
- It includes features on corporate lifestyle, personal finance and extended coverage of business news
- On last Friday of every month the report on business magazine is released
- It is the largest canadian finance oriented magazine
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The Globe and Mail
Thecasesolutions.com

- Provocative
- Confident
- Sarcastic
- Reveal “bad guys” in the big business
- More negative and controversial thoughts
- Stand rhetorical questions to readers
The Globe and Mail

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- Business wars, litigation
- Business backgrounds
- Ups and downs of companies
- Show challenges and opportunities
- Global issues
- Reveal unspoken problems
Toronto Star

Thecasesolutions.com

- Positive and innovative vision
- People-oriented
- Has call to action
- Provide advices in finance
- Strong national defense position
- Sense of community

- Benefits for Canada
- Less global news
- Encourage to be an entrepreneur
- Encourage to go global
- Distinguishes Canada from US and the rest of the world