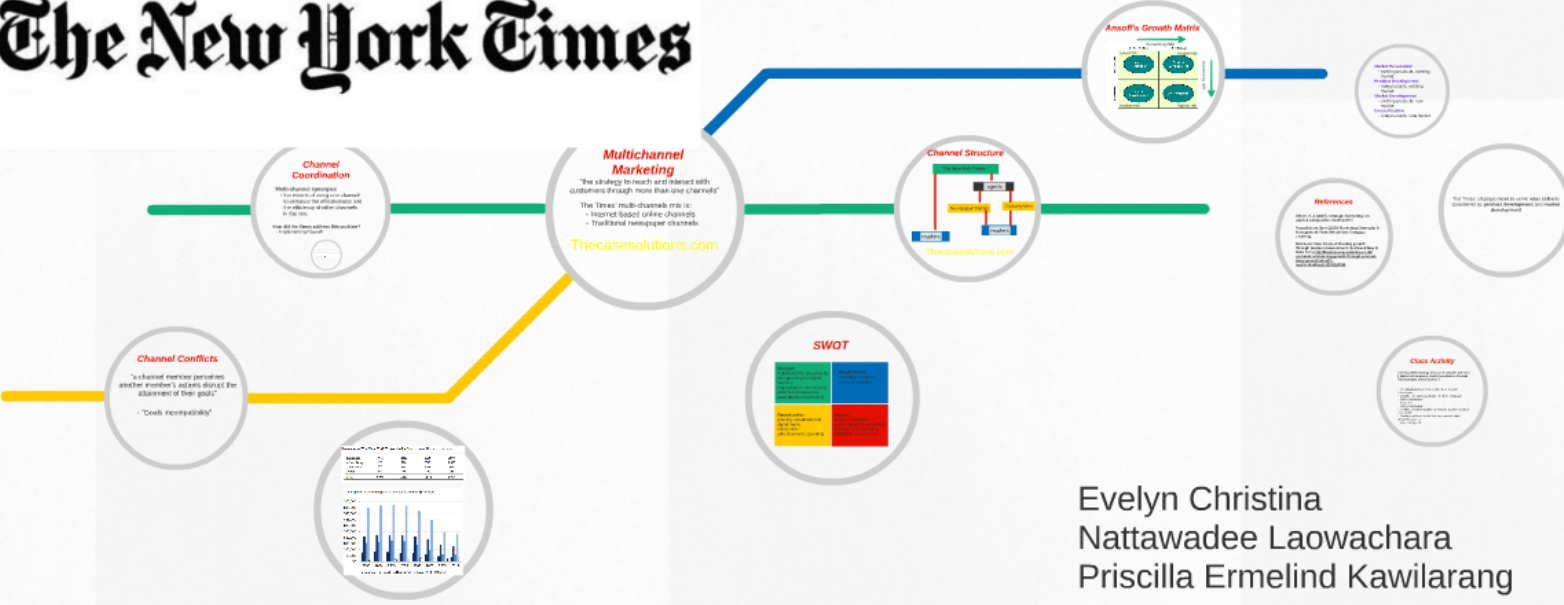


The New York Times Paywall, Portuguese Version

Thecasesolutions.com

The New York Times

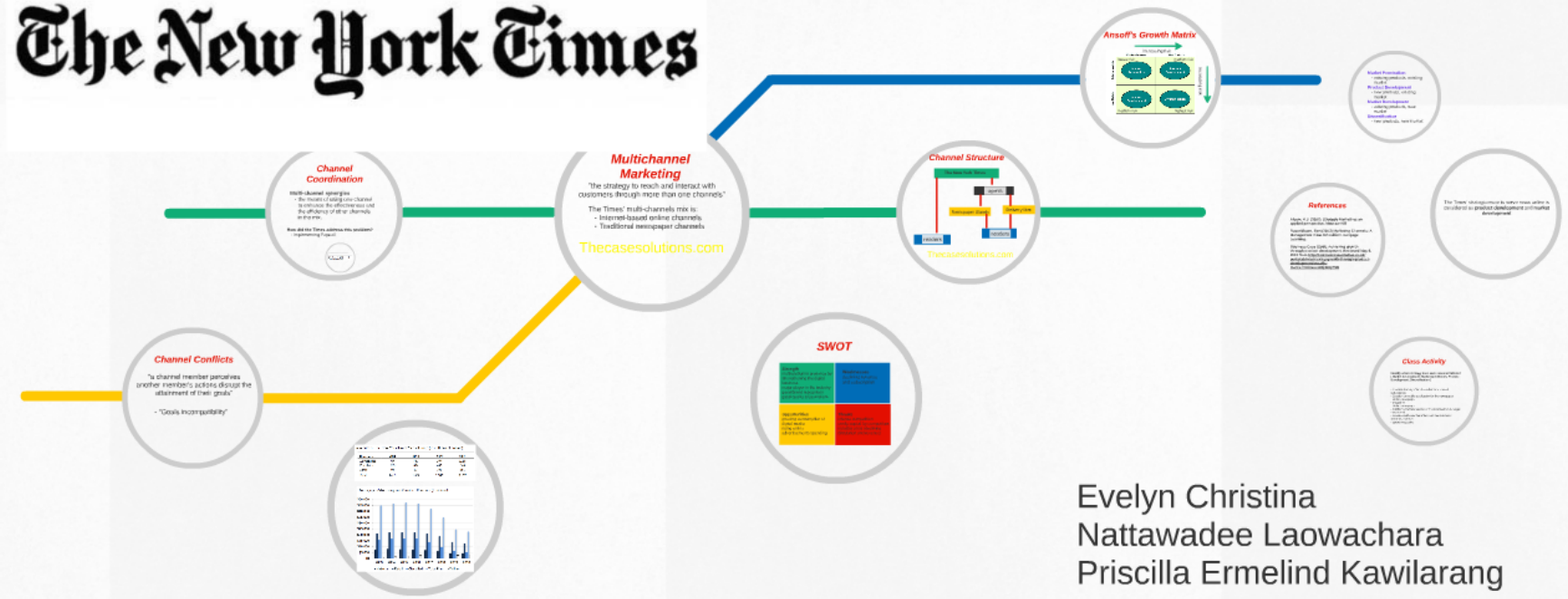


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 Nattawadee Laowachara
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Multichannel Marketing

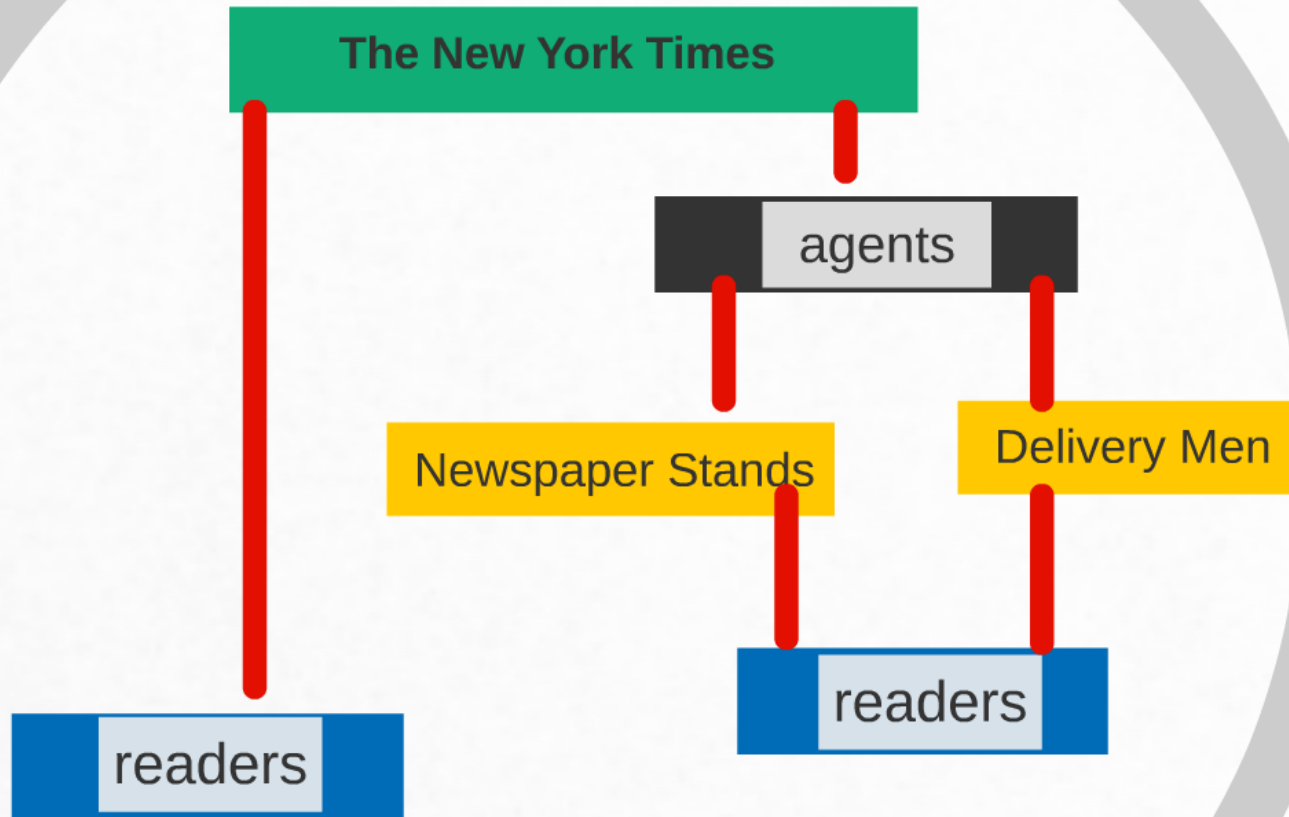
"the strategy to reach and interact with customers through more than one channels"

The Times' multi-channels mix is:

- Internet-based online channels
- Traditional newspaper channels

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Channel Structure



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