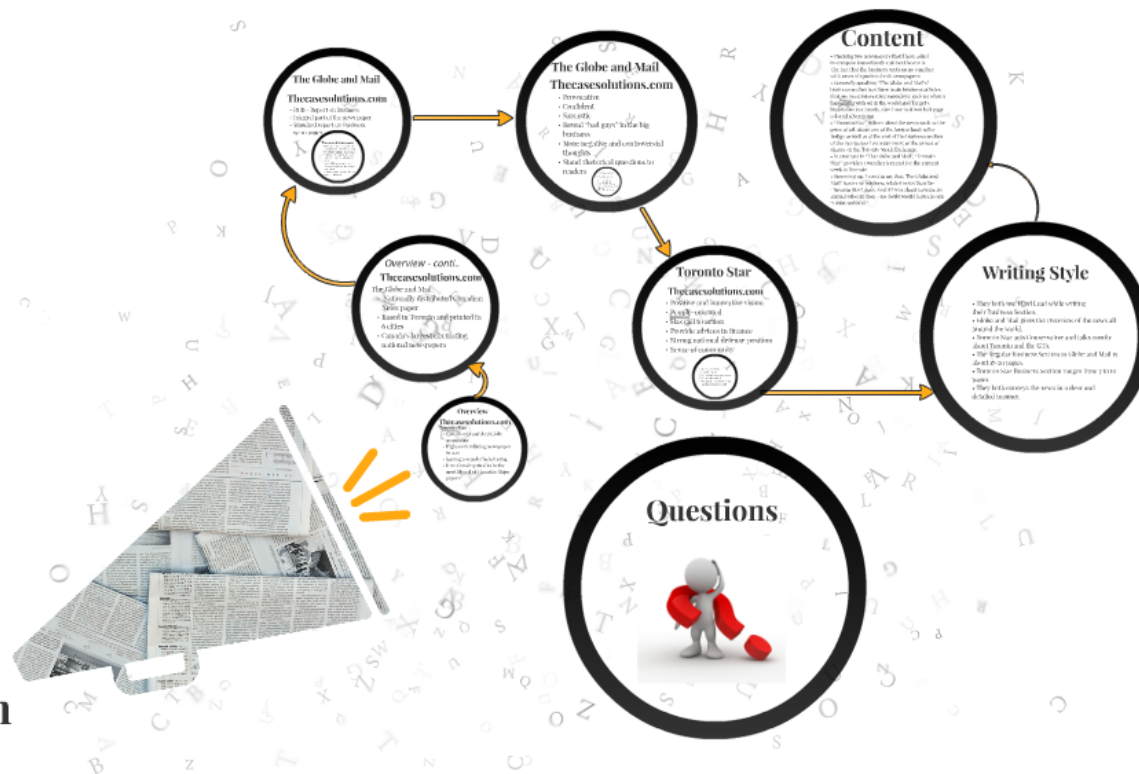
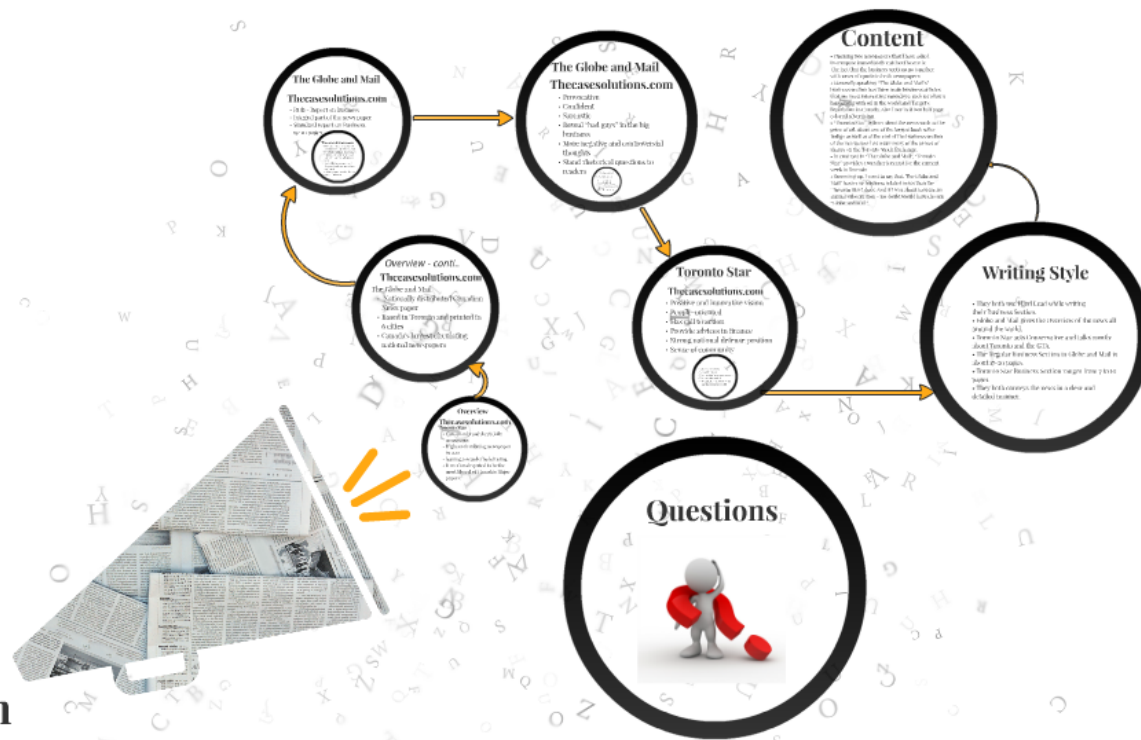


Raunchy e-mails, Too much Drinking and Dirty Dancing



Raunchy e-mails, Too much Drinking and Dirty Dancing



Overview

Thecasesolutions.com **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..

Thecasesolutions.com

The Globe and Mail

- Nationally distributed Canadian News paper
- Based in Toronto and printed in 6 cities
- Canada's largest circulating national newspapers

The Globe and Mail

Thecasesolutions.com

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

Thecasesolutions.com

- 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

20 pages

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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

Thecasesolutions.com

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

The Globe and Mail

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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
- 