

Richard Gee

From: Unlimited First [info@idg.tx.co.nz]
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To: Richard Gee
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Wednesday, 26 July 2006

Hello readers,

Well, a lot has happened here at Unlimited since I last wrote to you. If you haven't heard, we have a new owner, Julie Gill of newly-formed Infego Communications (in case you're wondering Infego is Latin for making an impression). Julie was formerly the managing director of IDG New Zealand and decided the life of an entrepreneur would suit her just fine. She has bought Unlimited and teen IT magazine Actv8 from IDG which has also done a deal with Fairfax for its other IT titles.

So it's onwards and upwards for us. The editorial team of myself, deputy editor Mark Revington and writer Caitlin Sykes remains in place. The magazine will retain its quality content and look and the new owner is hoping to extend and grow the brand. Look out for a revamped October issue with a redesign and new content.

Cheers
Fiona Rotherham (editor).

**Five practical tips in *Unlimited* this August:**

* **Brand New:** Lane Walker Rudkin is trying to reinvent its reputation for iconic brands. And Mark Revington also talks with Annie Dow of Dow Design on how to build your brand.

* **What's in it for me?:** Rewards programmes tailored for your workplace and crucially, in recognition of a job well done, are what smart employers are doing to retain good workers. By Melanie Cooper.

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* **Knowing your market:** Small business owners often don't think they have the budget for market research but those who've used it say it has helped their business dramatically, as David Maida reports.

* **Does business need ethics?** Professor Donald Evans – a bioethics guru – also has firm views on ethics in general business. He talks with Margo White.

* **Marketing – Over-branded:** Does your company have too many brands. John Varcoe provides a quick test to find the answer.

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