

# Donald Paul appointed editor of new *MT* magazine

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Hot on the heels of signing the deal with London's Haymarket Publishing Group to publish the South African edition of *Management Today*, Topco Media in Cape Town has appointed Donald Paul as the editor for *MT*.

Donald has more than 25 years' international and local experience in newspaper, magazine and book publishing. He worked in Europe for, among others, Marshall Cavendish magazines, Macmillan Publishers, Oxford University Press and McGraw-Hill. He owned his own magazine - *The San Francisco Review of Books* - when he lived in California and has helped start and launch a number of magazines, including *SACityLife*, which became a successful television show on M-Net, as *Big City* - winning an Avanti award in 2001 - and later with e-tv as *CityLife*. During his editorship of *The Property Magazine*, it won the 2005 Philip Tyler Trophy for innovation in magazine publishing. Prior to joining TopCo, he worked as a freelance media consultant, editor and writer and was the editor of the *V&A Waterfront Restaurant Guide 2006* and *SPIRIT*, a trade magazine for Horeca (Hotels, Restaurants & Catering), a division of British American Tobacco South Africa.

Donald has started work on *MT* for the May launch issue and believes that this new business magazine will reach a huge pool of potential readers. "While the likes of Sexwale and Motsepe get volumes of media attention, I believe that people in senior management are not being reached or given due credit. South African management has to address a set of complicated requirements, ranging from global issues such as the environment and trade barriers to local matters of black economic empowerment and corporate social responsibility. *MT* will be talking to and profiling senior managers to find out how their companies remain competitive while dealing with such issues. In addition we will provide practical and comprehensive advice that managers (our readers) can use. And yes, we will carry UK content regarding global business issues but will interpret this for the local business arena."

"*MT* takes a holistic approach to business - we're looking at a 'workstyle' as opposed to a 'lifestyle' magazine - hence our pay-off line: "Not just business as usual."

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