国际接属 品牌成长 文表 NED A MONOLITHS

[英] 马克・唐盖特(Mark Tungate) 著 许怡勤 等译



国际传媒巨擘品牌成长实录

(Media Monoliths)

[英] 马克·唐盖特(Mark Tungate) 著 许怡勤 等译



Media Monoliths

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传媒巨擘的诞生:泰德·特纳创立 CNN, 从此电视新闻改头换面。



"CNN效应": 凭借对突发新闻事件的现场直播——如对发生于1986年的挑战者号航天飞机爆炸事件的直播, CNN 为自己赢得了声誉。



CNN的一次现场直播:柏林墙被推倒,象征着冷战的结束。



幕后工作: CNN 位于亚特兰大总部的新闻编辑室内忙碌的工作景象。



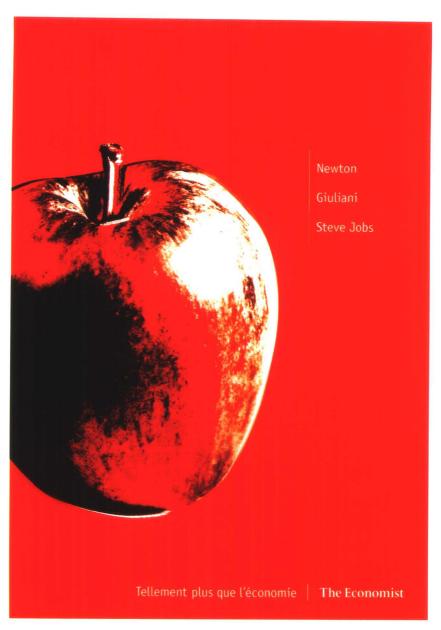
与意大利《晚邮报》一样,西班牙《国家报》通过一系列 的品牌书籍,强调其严肃性和品质的价值。





西班牙《国家报》在向大学生分发报纸:"我们必须尽最大努力来吸引潜在读者。"





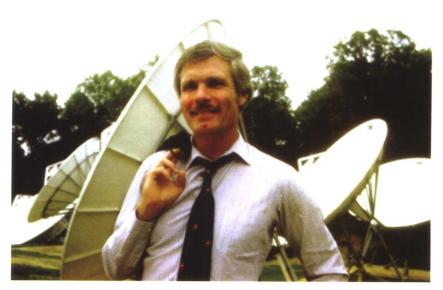
《经济学人》的欧洲版红色海报:为了让那些将英语作为第二交流语言的读者了解杂志的内容,《经济学人》运用了一种更加形象且不乏智慧的形式进行宣传。



位于西班牙马德里的《国家报》报社的日常工作景象:全世界的新闻编辑室都大同小异——工作人员都忙忙碌碌,而工作却并然有序。



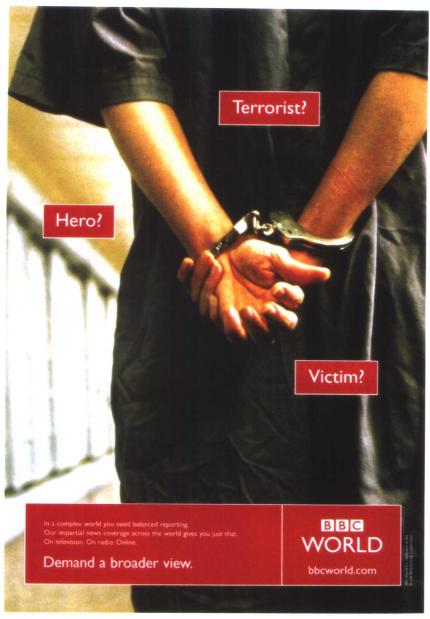
和其他许多"重量级"报纸一样,西班牙《国家报》通过周日专刊吸引年轻读者和女性读者。



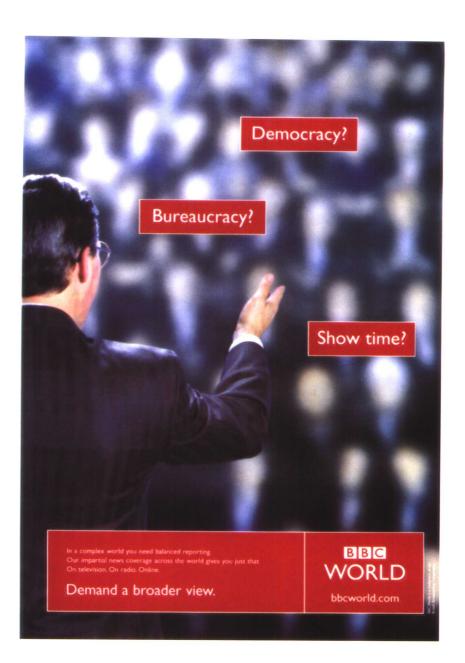
尽管特纳已不再拥有 CNN, 但他仍是利用卫星技术进行新闻播放的第一人。



决定性的历史时刻:在1991年的海湾战争中,CNN在巴格达对战争实况进行直播,全球的新闻频道在转播时,屏幕上都显示着CNN的标志。



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DOW, JONES & CO. Financial News Agents,

No. 15 WALL MTREET.

FOR CUSTOMERS' AFTERNOON LETTERS.

NEW YORK, Thursday, May 13, 1884. MORNING GOSSIP.

Windsor thronged last night. It was known that the investigating committee was at work for the Metropolitan Bank, and everybody agreed that the market to-day would depend a good deal upon whether the bank would be able to essume or not.

If it us in a condition to be carried through by the Clearing House banks, other failures would be lated and relief would be fall of the same than the same

money panic today.

The point was made that the loan certificates would act as an inflation measure. It would ena, le parties holding securities to borrow money on them, as the bank making the forn would be secured. Under these circumstances it was thought that the large operators could scere certificates to almost any extent. Some of the large houses made arrangements last night for the certification of all their cheeks before to o'flock this morning.

Some of the large houses made arrangements last night for the certification of all their cheeks before 10 of dock this morning.

A. M.—The Mct.opolitan Bank is span. Nose of the officers are down, but the clerks say they

A. M.—The Mct.opolitan Bank is span. Nose of the officers are down, but the clerks say they

are considered to the state of the clerk of the cler

relling.

The withdrawal of support in ... The withdrawal of support in ... and ... an

in paying uncarnied dividends or interest.

It was stated positively that the Metropolitan elevated difficulties were settled. Mr. Kneeland stated that a settlement had been nearly reached, the first time be has said anything of the kind. The terms of settlement were not obtainable. Kemmour said that the Manhattan Company sould issue some sort obond for the purpose of retiring the Metropolitan stock. Another statement was that the arrangement would be similar to that made with New York Everdet.

9 A.M.—Cashier McGourkey, of the Mctropolitan Hank, says: "We shall resume at 12 o'clock. Archison, Topeka and Santa Fe dividend 14 per cent, payable to-day. Pullman dividend 2 per payable to-day. 'Canadian Pacific books open to-day."
Mr. O. M. Bogart says he can give no statement as yet. If the Mctropolitan Bank resumes it will done

help hi

Notice has been posted on the doors of the Metropolitan Bank, signed by Mr. Scriba, Bank Examiner, that the bank will rosume business at 12 o'clock today.

London quotations at 12:00 were equivalent to following here with exchange 4.90: Reading, 3/4: Central, 13/4: 8s. Paul. 60; 'Illinois' Central, 11/4: Eric 2nds, or).

平实朴素的首刊: 当初不起眼的新闻通讯如今已发展成为一份举足轻 重的商业大报——《华尔街日报》。



"准确、可靠、及时、独立",这些道·琼斯顾客要求的品质永恒不变。

"I never read The Economist."

Margior ment trainer: Yourf D

If you're already a reader, ask your chauffeur to hoot as you pass this poster.

The Economist

On the edge of a conversation.
One of the loneliest places on earth.

The Economist

Think outside the dodecahedron.

The Economist



《经济学人》在英国的推广运动中所采用的红色海报: 充满智慧的文字游戏, 计受众在开心之余自然而然地认知并接受该杂志。



当初 MTV 请纽约一家小公司设计的粗糙 logo。

VOL 1-NO. 1.	NEW YORK, MON	DAY HILLY 9 4000	NAL.
	NEW YORK, MON	DAT, JULY 6, 1889.	PRICE TWO CENTS
THE WALL STREET JOURNAL	Average Movement of Preces. The bull market of 1885 began July 2, with the average	Chearung Last Week. Basin yeard 'The Party sale of destings there gas extension yeard 'The Party sale of destings there gas extension of the party	To State of
PUBLISHED daily, except Sundays	The rise culminated May 16, 1887, with the same twelve stocks selling at 93.27	auchanges of 41 cities for the reach ending July 6, 1989, \$1.127, 114,523, against 8983, 803,324 hast year, an inc. of 27.36, Outside of New York the inc. is 14.26. Many York his review	GILDER, FARR & CO.
nd Stock Exchange holidays, at 3.15	Prices gradually derised for about a year, reaching the next extreme low point Apgi 2, 1688, the 12 stocks selling at 25.38. The movement since they contain a selling at	Boston 27.9, Philadelphin 6.3, St. Louis, 32.6, San Francisco 18. Cinconnati 7.2, Kansan City 27.5, New Orleans 2.1, St. Paul	Bankers and Rroker
SUBSCRIPTION Price, \$5.00 per nnum. Delivered by carrier without	point to another, follows Last low point Apr 2, 1688, 75.28 Rallied to May 1, 15.36 Declared to June 13, 17.79	Provis 12.7. Indianapolis 3.8, Pt. Worth 80.3, Wighits 48.4. Chicago dec. is. Milwaukee 1.6, Duluth 44.8 and Topeka 4.	31 & 33 BROAD STREET, NEW YORK.
harge, to subscribers of our regular	Radied to May 1. 13.54 Declined to June 13. 17.12	For the month of June exchanges of 40 cities show an in- crease of 22.25. Outside of New York increase 2.35. New	Stacks and Bands Bought and Sald on Consolid DelaCates to Investment Sections
nd brokers taking a number of copies	Name	Forn increase 30 M. Boston IS M. Philadelphia 12.1% Chicago 0 15. St Louis 18 PS, San Francisco 2 78, Kansas City 0 45, St. Paul 2 12. Omaha 20 St. Denver 20 St. Pauge 55 St.	Office of the Aspen Marine A.
or mailing. Postage charged on copies releved for mailing abroad. All sub-	Declined to Declined to Feb. 18, 1869, 82.77 Declined to Mar. 18, 83.56 Raffied to Mar. 18, 83.55 June 37, 91.38	Worth 479. Topeka in 46. Duluth decrease 45.5g. For 6 mouths gross exchanges of 40 cities show an increase	SWELTING COMPANY, No. 54 Wall St.
criptions payable in advance. ADVERTISEMENTS 20 cents per	Dectined to Mar 16, 63 36 Rallied to June 32, 91 38 Closed Sat. night July 6, 82.71	of 15 85. Outside of New York increase 11.85. New York increase 18.25. Boston 11.85. Philadelphia 15.85. Chicago 7.85.	The 9th regular monthly dividend
inc. Special rates to advertisers taking	The Market To-Day,	19 35. Denver 38 95, Peoria 17 33, Duluth 13.65, Pt. Worth	declared on the stock of this Compai
nonths. Advertisements may be changed	There is some reason for believing that operators identified with the bear party sent early orders to London to depress	Bankers Exerting Their Power.	the Company on and after the 12th di of July to stockholders of record. Tran
no often as desired without charge. DOW. JONES & CO.	here. These orders were faithfully executed, and London as	the Western presidents are getting positive orders from New York and Boston hanking houses to serie the Western	Medican is unvestigate account. Office of the darge Missers & Sealthing Casepary. New York of Wall by Missers & Mi
26 BROAD STREET,	9.30 was quoted as opening weak and as having become very	the design of the state of the	J. L. TILTON, Secretary
New York	London houses were, however, sellers at the opening and		119 Liberty Street,
DOMINICK & DICKERMAN.	there developed a decided lack of buyers. Lake Shore for mished an illustration. It opened at 101\$ and was then offered down an eighth at a time to 101 where the next sale was made	Sales of stocks from 12 to 1—Listed 47,436; unlisted 5,454. Total, inted 194,406 unlisted 27,566. 12.40 p. m.—Slayback sold Union Pacific down.	A dividend of one and a half per cent has this day been declared, payabl
Bankers and Brokers.	down an eighth at a time to 101 where the next sale was made. This temper started a rush to sell out, during the first hour,	12.40 p. m.—Slayback sold Union Pacific down. The first bale of cotton from the South was sold at agetion.	August 1st prox. for the quarter goran June 30th ulto. The transfer butan wi
74 BROADWAY AND 9 NEW STREET,	government at a lowe to 100 where the next sale was made to Thus temper started a rush to sell out, during the first hour. Plues generally went off from \$\phi\$ to \$15. In \$5. Paul Mr. Blandshiph had a large stalling order; in Union Pacific Mr. Savon made the lowest prices. Bending was sold by Oppon home &C. by Mr. Eurus and Mr. Wheeler, and North west home &C. by Mr. Eurus and Mr. Wheeler, and North west for the plant of th	The first bale of octon from the South was sold at acction in front of the Cotton Exchange to-day and was hought by Henry Clews & Co. at 16g	J. L. Thirms, Secretary CENTRAL RELIGIONS CO. or The Warmer 110 Liberty Street, Ween, July g. 1000, A dividend of one and a half per con- has the secretary of the secretary people Just 20th vita. The transfer bodies of these on Monday, the "5th inst, as- open on Friday, August 2d. By order of the board, By order of the board, J. W. Mayner, Transfer,
Mancin (PORTE) with Physical wings	ham & Co. by Mr. Burrus and Mr. Wheeler, and Northwest	Henry Girn & Go. at 166 Press. Crisciant—It is reported here from a reliable corece that Sulivan and Rilvan were fighting at 11 43 a m. The stand was sure long one and Sulivan was having the best of it and was sure long one and Sulivan was having the best of it and was sure long one and Sulivan was having the best of it and was sure long one was the sure that the sure long the sure long the sure long the sure long that the sure long the sure long the sure long that the sure long the sure long that the sure long that the sure long the sure long that the sure	J. W. WATSON, Treasurer,
NA Seadon 1 AST CAS	the transactions in Atchison although there was evidence of		Toledo, Ann Arbor and
W. G. DICHERGER. Manual 1 1 house bedroom.	seried support when the other market was weakest. The Trust Steems were not a feature, afthough weakening in sympathy	The Position of Alton. Chicago special - Very President McMullin save. Alton in	North Michigan Bonds
& POMPACK, Marked Marke	and on the execution of stop orders. The drive coded about 11 o'clock and the market had little	not inclined to reduce rates for the take of reducing them or to injure the business of its competitors. We have	ON CADILLAC EXTENSION.
Section box Spring Sections	but there was no general rally. There was a single stem of favorable new. from Chicago to the effect that New York bankers were exerting a strong influence upon the railway	Change special—Vier President McMulin says: Alion is not inclined to reduce rates for the take of reducing them or to injure the business of its opposition. We have shown that the business of its opposition. We have shown the opposition of reads at the Mathematical Richard Mathematical Richard States of the shown the states of the reason that we think the shown the states of the reason that we think the shown the states of the reason that it was the states of the states of the shown that the shown that the states of the states o	CHARLES M. WHITNEY & CO
and tree		these rates too high and that the best interests of reads at the Mistoric River will be takened by the small reductions which, we desire to put into effect. The Text is that since the reads leages to happe live stocks shipments, on the basis of the put of the stocks of the stock of the stock of the stock of the stock of the stock of the stock of the stock of the stock of the stock of the stock of the state of from Kantie clother the passes when the old rate was \$50 to \$50. We reduced the passes will be stocked to the stock of the st	Bankers.
Denver 6s and 7s	be presented at the Chicago meeting to morning for taking care of Burlington & Northern	seight instead of carbuds it has cost \$65 to \$15 per car from Kanner City to Chongo, whereas the old rate	DE BROADWAY.
WITH AMPRIANT MICHAELY, ARE BUTTER THAN ANY OTHER IS WITH NO CREATER LICENSTY, OR	The long expected Jersey Central dividend was declared at noon and proved a gratifying disappointment to those who have been expecting a four or five per cent rate. The direc-	was \$50 to \$50. We reduced the passenger rate to meet the competition of scalpers who were selling thekeen was other linus at a reduced rate.	J. H. STERLING & CO.
NT OTHER CHOICE THESE MCATCH CES ON PRINT	have been expecting a four or five per cent rate. The direc- tors voted to pay a quarterly dividend of 145. No statement was made public, but the conservative inanagement of Jer-	Chicago special to Jones. Kennett & Hopkins-Local	Stock Brokers.
MC INTORN & MYGATT,	was made public, but the conservative inanagement of Jer- cey Central is evidence that so high a rate would not have	Chicago special in Jones. Kennett & Hopkins—Level securities: Chicago City Ry 20040. Chicago Pass. Ry 1074 asked Damond. Masch Co. 1502(13). North Chicago Street Ry 10021401. Methodology. Street Ry 10021002. Gaulght in 1784 nikel. West Chicago Street Ry 10021002. Gaulght in 1784 nikel.	SPECIAL ATTENTION TO TRUST STOCKS.
No. 100 City of Standary	ory Omital is evidence that so high a nele would not have then made if the way to maintaining it had not seemed exaco- ably clear. Jersey Central profited by the Lehigh and Reading strikes had year but without them was able in the first five		30 Broad Street, New York.
PANCIEL HER ACTOR	strikes last year but without them was able in the first five months of the year to increase its net earnings \$15.870 over	Jerney Central Bividend. Jerney Central has declared a disident of \$185 for the quarter adding June 20, payable Aug. 1, 1809. Books cless July 16. This disident is declared with expectation of its continuance, in accordance with the statement in the annual report on page 11.	HORACE L. HOTCHKIS & CO.
DECKER,	those for the same time is 1888. The news that the bankers synd-cate was again exerting:	This displace is declared with expectation of its continu-	States and Brakers,
HOWELL	pressure upon the railroad managers quickened the disposi- tion of traders to take profits on the short side and apparently	page 11.	J W OGDEN & CO
& Co.	The news that the hunders ayrid-rate was again exerting pressure upon the railroad managers quickness the disposition of traders to take profits on the short side and apparently look dones of the larger hears to endeaver to lesses their following. The result was a decided railry carrying prices up 840 St with Nex England and the Trust stocks leading.	Bulletin, New Orleans, says Cab. took place near Rich- burg. On account of there being no communication with the place particulars won't be had till the return of the train, which is due at 2 p.m.	Bankers and Brokers
Bankers and Brokers,		which is due at 2 p.m. The Aspen Mining and Smelting Co. has declared the 5th	No. 4 Equiphe Building, New York City Former a General Description in all Bosonse than a sillion that Bosonse DESCT PRIVATE WIRES CHECAGO AND ROSTON.
Nos. 44 & 46 BROADWAY, NEW YORK.	Boston Monny Marshet. Boston special The west spear with a decidity former feeting in the monty supart. Honey because have a decidity former feeting in the monty supart. Monty between banks constants as an 1st possible that the spear of the supart feet from the monty will be brought near from the town one of the brought have from the town one of the brought have from the town one of the brought have from the town one of the brought near from the town one of the brought near the seat of the town one of the town one of the brought near the seat of the town of the brought near the seat of the town of the town of the brought near the seat of the town of the brought near the seat of the town of the town of the brought near the seat of the town of the town of the brought near the seat of the town of the	which is due at 7 p.m. The Aspin Mining and Smelting Co. has declared the 8th regular monthly dividend of 30 cests per share to stockholders of record, payable on and after July 12th at often. Transfer books close July 30th and reopen July 12th. 2 p.m. Slayback, Kirsker and other traders made the	
OFFICE ADVISOR	in sharp demand 5 and 65 being readily paid for loans this a m. It is possible that money will be brought aver from	2 p.m Slayback, Kirkner and other traders made the	New York Equipment Co.
S. A. KEAN & CO.	New York to night. It is claimed by some that from this time on the clearing house rate will stand 45 at least. The	Boston special—Atchison officials say that in their opinion the stock is unassessable. In case of reorganization however.	10 WALL STREET. NEW YORK
Bankers, 115 BROADWAY	The banks are not leaning on call to-day less than 6s except in the case of very favored borrowers. Business an	stockholders would undoubtedly be willing to contribute rather than permit a foreclosure. Advices from Director C. K. Halli-	
P carbor accounts adopted to Check, allow interest on Trace Deposits and deal in Cheese barestment forcestors.	time loans is at very low ebb and rates are nominal at 4 or 3g. Very little paper will be offered until rates become more settled	are better than ever before known. The wheat crop will be twice that of last year and the out crop three closes as country	PURNELL, HAGAMAN & CO- Bankers and Brokers
List of Mign Grade Municipal Steads on application.	Philadelphia Market To-day,	Corn in the southern part of the State is already from a to 4 feet high, and commencing to tassed out. President Strong	104 BROADWAY, NEW YORK
WE FURNISH MAPS	Philadelphia special 2.30—The special feature of Philadelphia market to day was some heavy liquidation in Reading bull houses—come 2.000 shares being soid at 90. It was all well taken by New York and good flouses here. Outside that market is doil and traders are not inclined to do much	also confirms the report. There is little question but that	Identic, Bands, Grain, Furnities and Paletter Benghi and Said by Cuth to on Marelin.
to formy Mirab. Supposed Specialisms, which is cornel- um and falous of drief and prioril garlin. \$950-page ALL STREEMS	all well taken by New York and good flouses here. Outside of this market is dult and tradlers are not inclined to do much nosti the situation is cleaned.	mily. Become special—Arthurs officials my that is their against metal-in their against meta	BRANCH OFFICED
When the Fernicks and constant about who pits imagine NEE MAGE PROPERSE EAST SEQUENT best see may date. Properties things to thine Replaces, things by colouid Reports. So, of contempts were. Write for estimates	Washington special The Tressury accepted \$35,800	Wheeling & Lake Erie has declared the equilar quarterly dividend of 18, payable Aug. 10. Books close Aug. 1 and re-	tion Sorbye Spor skilling, for Court & Support Stoy STPen.
RAND, MENALLY & CO.	at 106). Produce Eachange, 2-15 -Wheat firmer on the late cables	open Aug. 16. Boston special—Bank statement thows a decrease of \$416,145 in the reserve.	St Glace Straff has David Color.
SEE BERROWN, M V	and some reports of crop damage: 3 loads milling: no exports.	A SAME OF Minhors & comb to a same the district of the same of the	Could spine name agg Enquils tabile per more
Spencer Trask & Co.	America, died this morning aged 72.	it up. Philadelphia special—The insurance Company of Merth. America declares a remi-annual dividual of 76a, payable on demand. Boston special—The Souton & Albany is understand to be	the supple areas (which the last head to be a supple and the supple areas (which the last head to be a supple areas (which head to b
BANKERS AND BROKERS, Nos of & 16 Broad Street, New York	Com quiet. 7s leads export. Mr. Bussen A MurZavish, of the British Baskt of North-America, died this sourning aged 72. Pittsburgh special—Oil brighens here are theroughly sick of dealing in lestence, sit is host kinetized business our entirely, and a movement we sturned out the Ecclusings to day to get a conformated of containings and have the amendment on that point resistance. It is seroon likely to be onered.	Boston special - The Section & Albany is understood to be	W. S. LAWSON & CO.
Albanir, M. V. Previdence, R. L. Geretage	conference of exchanges and have the amendment on that point rescinded. It seems likely to be carried.	demands. Boston sportial—The Statum & Albany is understand to be required by the sale of its large grants building as Sportag- ton of the sale of its large grants building as Sportag- ton of the sale of the sale of the sale of the sale of the sale objects to bey the block. The Statum & Albany Co. 1 whing- price is 248,000, a figure much below the original nost of one.	Bankers and Brokers,
Transport a General Funking Systems. Special attention gives to investment Securities	Philippetphia special - Bank statument reserve decreased	disposed to buy the block. The Sector & Albery Co.'s athing price is \$150,000, a figure much below the original aut of con-	op Extension Place 14 Extension Place
Direct West in each office, and to	The Baltimore American, puts up a pulselin that there is a runner to effect that Kilmin has soon and Sufficient backers are holding the wire to hedge on bots.	struction. Spins of species from 1 to 2—Listed 60,777; uniform 200. Total—Listed 564,185; unifond 88,666.	Near York Berren

《华尔街日报》于1889年7月8日发行的第一期报纸,共4页,每份2美分。