

No pay, no play



Political censorship isn't usually a big problem in the Czech Republic, and more insidious is the commercial censorship. Companies use their marketing budgets and other means to influence what the media say - or, more importantly, don't say - about them. The first cracks in the system are starting to show, though, as companies shrink their marketing budgets and their pay lists. Financial institutions are among the biggest slashers, and - voilà - they are now coming under increased scrutiny for "gouging" and "usury." There also seem to be more reports accusing O2 of such things as trying to steal [Mediatel's](#) yellow-pages customers and overcharging Czechs in order to subsidize low-ball pricing in [Slovakia](#). Bucking the trend is ČEZ. It's been running a big ad campaign, although it doesn't have much to advertise that hasn't already been splashed on the front pages. For the moment, at least, its form of commercial censorship seems to have tempered the outrage in the ad-starved press about its high rates and profits.



'ADAPTING YOUR BUSINESS STRATEGY IN TIMES OF CRISIS'

The IBF Business Owners' Group is pleased to present a breakfast seminar outlining how you can change your management strategy to help you to remain effective in times of crisis. This seminar will be particularly topical for owners of companies but there is sure to be plenty there of interest for all!

Tuesday, 21st April, 2009
08:30am onwards
Hotel Jalta

IBF Members: Kc 250
Non-Members: Kc 400

Please write to info@ibforum.cz for more information.

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