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HN's new editor-in-chief, Petr Šabata, has been on the job for a month, and a slight shift in the business newspaper's reporting is evident. It's devoting more space now to corporate news and has become somewhat less of a general newspaper that tries to compete head-to-head with MFD or LN. Šabata spoke in early interviews about targeting the newsstand market more, but how many of HN's potential core readers actually visit newsstands? More important, as we see it, is for HN to head directly for the high end of the market and to treat every reader as if he or she is, or soon will be, included in the Capgemini World Wealth Report of individuals with more than \$1m in investable assets. It's an oddity that the CR's free business daily, E15, speaks more intelligently to its readers than the relatively high-priced Czech equivalent of the FT. It shouldn't take much tweaking for HN to rectify this, though.

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