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## Magazine for Business Strategy in Road Transport

**Truck & Business®** is a specialist “business-to-business” magazine for business strategy in road transport. It is determined particularly as a source of information for medium and top management of transport and delivery companies in long-distance as well as regional road transport, who deal with questions of the effectiveness of their companies and decide on the directions of their future development. Another main target group of readers are suppliers in the branch.

The main task of Truck & Business magazine is to help managing employees of transport and supplier companies to better understand the new emerging trends of the branch, find effectiveness reserves, bring suggestions and inspiration for their work and create a communication platform between suppliers and consumers. The Truck & Business is the Czech edition of the European magazine of the same name with a 25-year tradition, the publisher of which is the Belgian company Multi Media Management Business Media (MMM).

MMM is a renowned firm operating throughout Europe, devoted to the publishing of printed and electronic periodicals, education and company communication in the field of transport and fleet administration. Among other things, it is the issuer of the prestige titles Fleet Europe and Truck Europe.

## Target Groups

- ▶ Medium and top management of transport companies
- ▶ Medium and top management of dispatch and logistics companies
- ▶ Suppliers of all types (technology, parts, fuels, electronic applications, software etc.)
- ▶ Financial institutions and insurance companies
- ▶ Government administration, associations, schools

