

# The China Business Review

March-April 1984 \$15



Project Management  
in China

# Speak the Language of Chinese Decision-Makers.



DISCOVER, the world's largest science magazine, is one of a kind—the only foreign consumer magazine to be translated into Chinese and sold at nationwide retail outlets.

Now in its second year of publication, the Chinese DISCOVER has doubled its initial circulation. Over 40,000 copies of each quarterly issue are distributed throughout the People's Republic of China.

The Chinese DISCOVER is edited for the nation's political, industrial and academic leaders. It's a unique opportunity to speak directly to an elite Chinese

audience. A black-and-white page costs \$5,000; four-color is \$8,000.

To find out more about the Chinese DISCOVER, contact Jack Lynch in New York (212) 841-2502; Ron Keown in Chicago (312) 329-6392; Bob Bagno in Detroit (313) 875-1212; Cliff Allman in Los Angeles (213) 385-8151; or Don Altman Associates in Beijing, China (telex) 221822.

Start talking the language of Chinese decision-makers—in DISCOVER.

**DISCOVER**  
THE NEWSMAGAZINE OF SCIENCE  
FROM TIME INCORPORATED