

## GIBS launches quarterly magazine

*acumen*, the new quarterly magazine from the [Gordon Institute of Business Science \(GIBS\)](#), was launched yesterday, 29 May 2012. The magazine will be available from Exclusive Books and GIBS from August 2012.



Sample cover 1

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Sample cover 2

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Chris Gibbons, who has three decades of business, management and journalism experience, is the editor of the magazine. He currently presents the Midday Report, which is simulcast on Talk Radio 702 and 567 Cape Talk and edits *Directorship*, on behalf of the SA Institute of Directors.

Layout, production, distribution and advertising sales are handled by Wag the Dog Publishers. Howard Fox, GIBS marketing director, said that Gibbons and the publishers 'take the institution's content production and publishing strategy into the future. "This is part of our plan to ensure that the brand continues to grow and to raise the school's visibility across the many media opportunities that traditional and new media provide."

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