

Who the hell do these "critics" think they are?

I am a Media Director with a very large agency and one thing I am always excited about is the launch of a new advertising medium.

One such publication is Entrepreneur SA, which in my mind talks to a very important, and very neglected sector of the market - SME's.

Imagine my disgust when reading "The Media" and coming across an article titled "Not the medium of the month". It is one thing to offer constructive criticism, but the writer went further and gave us his/her opinion about the publishers as well - not only was this subjective drivel, but downright cruel.

I believe that we should encourage new media, keep an open mind for a realistic period of time and allow "baby" entrepreneurs to get over their "teething" stage.

I wish Entrepreneur SA all the success and urge them to continue practising until they get it right.

As for "The Media" - if this is the kind of journalistic integrity you encourage, then expect my email to take me off your mailing list.

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