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Blue Chip, South Africa's foremost finance journal, delivers cutting edge financial intelligence.

This very handsome publication targets dynamic decision-makers and high net worth individuals in public and private sectors, who are charged with generating greater profits and shareholder values while at the same time managing, protecting and increasing their own personal wealth. In addition, the publication is received by wealth managers who direct the investment flow of private wealth, as well as the substantial funds controlled by South African companies.

Every quarter, Blue Chip features thought-provoking financial strategies, interviews and invited opinion pieces from the world's best financial minds. Analyses, projections, innovations and market trends – together with insightful advice on not only how to do it but, more importantly, how NOT to do it – make Blue Chip the preferred tool for strategic financial planning and wealth management, while lavish lifestyle topics make for an exciting, well-rounded read.

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