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- Radio 2
- Radio 3
- FM 1
- FM 2
- Global Korean Network

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**Companies Lasting A Century** [Go to Website \(Korean\)](#)



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<b>Channel</b>	1TV	<b>Genre</b>	Current affairs
<b>Showtime</b>	Monday 9 a.m.		

**Introduction**

[Program Aim]

The average life span of Korean companies is 24 years. Are businesses lasting for generations an unachievable dream? Numerous firms were cornered to the verge of collapse amid the continued depression ever since the financial meltdown in the late 1990s.

The LG Economic Research Institute says the average life of Korean companies is only 24 years. There are only a handful of domestic firms that survived for over a century. On the other hand in neighboring Japan, 20,000 firms are over 100 years old. Several hundreds of such firms also exist in Germany, France, the UK and Italy as a landmark national brand as they command the global economy.

"Companies Lasting A Century" will bring attention to the secrets of long lasting firms overseas and their behind-the-scenes stories. The key to becoming the top and the greatest businesses will be disclosed involving various perspectives and approaches. It will also lay out a detailed vision for Korean firms in their pursuit to last for many generations. [Program Content] This program is a mega project of tracing the secrets to the corporate management of 100 world companies. The management style and know-how, different in Japan, China and Europe, will come to light. Century-old enterprizes will reveal their treasured assets and the owners will be interviewed. Also the foundation of these firms is the documentation of the world economy, culture and history. The foreign exemplars will shed light on the way forward for Korean firms.

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[2011-03-25]