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## Think:Act on artificial intelligence: Roland Berger's corporate magazine wins gold again

**Munich, June 2018:** Roland Berger has won gold once again in the Best of Content Marketing Award (BCM Award) with a Think:Act magazine on the subject of artificial intelligence ([Download Think:Act magazine here](#)). Attracting almost 800 entries, the award is Europe's largest competition for content-driven corporate communications. It recognizes outstanding examples of corporate publishing and other communications.

"Winning this award demonstrates that we have once again reached the pinnacle of content and design excellence with our magazine's latest edition on artificial intelligence," says Neelima Mahajan, Editor-in-Chief of Think:Act at Roland Berger. "We were innovative, trying out new things and combining them with what we know works – and we managed to improve even further on the silver we won in 2017."

The BCM Award, which underwent a rebrand in 2016 having previously gone by the name of Best of Corporate Publishing Award since 2003, focuses on corporate communications media, ranging from print magazines for customers to corporate videos to social media projects. Of the 781 entries received this year in more than 50 categories, 250 made it into the final selection. The jury then chose 67 gold winners out of the shortlisted submissions. Roland Berger's Think:Act won gold in the magazine category, B2B subcategory, finance/real estate/consulting sector. This marks the fourth time the company's magazine has won the coveted award since it was first published in 2004. The magazine was also inducted into the BCM Hall of Fame after it had won Europe's biggest content marketing award three years in a row.

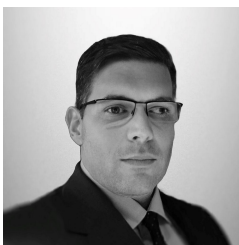
Think:Act is published three times a year in English, German and Chinese and reaches senior executives and decision-makers in the fields of business, politics and media around the world. The magazine chronicles the big shifts happening in the world and their impact on organizations identifies current and upcoming trends in business and offers a deep dive into the latest management ideas. It does this through thought-provoking articles and exclusive interviews with thought leaders and the movers and shakers of the world of business.

In the upcoming issue of our Think:Act magazine, Roland Berger takes a close look at purpose and what it means for business. The edition addresses questions such as how managers can build a robust business model around a clear purpose and how it can be anchored amidst dynamically changing corporate environments. As a preview, the first part cover story of the magazine is available at <https://rb.digital/ThinkActMagazinePurpose>.

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