



Lester C. THUROW

Lester Thurow has been a professor of management and economics at MIT for over 30 years, beginning in 1968. He was dean of the MIT Sloan School of Management from 1987 until 1998. In his formal academic work, he focuses on international economics, public finance, macroeconomics and income distribution economics. In addition he writes for the general public in a number of American and international newspapers. He has been featured twice on "60 minutes" and has been on the cover of Atlantic magazine.

A prolific writer, Thurow is the author of several books, three of them New York Times best sellers, aimed at a general audience.

His latest book, Building Wealth: The New Rules for Individuals, Companies, and Nations in a Knowledge-Based Economy analyzes how a knowledge-based economy works and what it takes to generate wealth in this environment.

An avid outdoorsman, Thurow's most recent adventures range from a safari across Saudi Arabia, to hunting polar bears with a camera in the Arctic, to mountain climbing in South America and the Himalayas.

In the past Dr. Thurow has served on the Editorial Board of the New York Times, as a contributing editor for Newsweek, and as a member of Time magazine's Board of Economists.



Shlomo MAITAL

Shlomo Maital is the academic director of TIM-Technion Institute of Management, Prof. (emeritus) Technion, and senior researcher at the S. Neaman Institute, Technion. He was summer Visiting Professor for 20 years in MIT Sloan School of Management's Management of Technology M.Sc. program, teaching over 1,000 R&D engineers from 40 countries.

He is the author co-author or editor of eight books, including the forthcoming Innovation Management: Strategies, Concepts and Tools for Growth and Profit (SAGE India, 2006); Executive Economics (The Free Press), translated into seven languages; and the recent Managing New Product Development & Innovation (Elgar, 2001).

He is co-editor of a new journal, International Journal of Technology Management & Innovation Education.

He was a pioneer in behavioral economics and co-founder of SABE-Society for Advancement of Behavioral Economics, an academic society of which he is President-Elect. He has published over 80 scholarly articles in refereed journals. He has written guest editorials for Barron's, and writes regular columns for Globes (Israel's business daily) and Jerusalem Report (fortnightly). He is co-editor of IJTIME – Int. Journal of Technology & Innovation Management Education.

He has taught managers from 200 Israeli companies and consulted with such leading ones as Intel and Bank Hapoalim. His research currently focuses on profit-driven innovation and creativity -- how to combine creativity and discipline to achieve marketplace success.

INVITATION

PODIUM DISCUSSION

Prof. Lester THUROW
Prof. Shlomo MAITAL

Thursday, September 11, 2008 at 17:30
(including discussion, Q&A and cocktail ruche)

Zurich Marriott Hotel
Neumühlequai 42, 8001 Zurich

Access:

Tram and Bus: Tram stop "Stampfenbachplatz", Tram N° 7 + 15
S-Bahn: 10 minutes walk from the Hauptbahnhof
Parking: Limited parking spaces in the Marriott

Zurich, August 14, 2008

Ladies and Gentlemen,

The Chamber of Commerce Swiss-Israel and the Swiss-American Chamber of Commerce have the honor to invite you to Podium Discussion with:

Prof. Shlomo MAITAL
Prof. Lester THUROW

Yours faithfully

Didier BOLLAG
Chamber of Commerce Swiss-Israel
President

Gabriel TAUS
Chamber of Commerce Swiss-Israel
Secretary General

REGISTRATION

Please send to fax # 043 497 22 70

Podium Discussion, September 11, 2008 at 17:30, Zurich Marriott Hotel

Registration fee CHF 100.00 for members, CHF 120.00 for non-members
Full no-show charge.

Limited seating available, priority to members!

member non-member

- Name
- Company
- Address
- E-Mail

Please note: Your registration will be confirmed by e-mail

- Remitted to postal account 80-23819-5, Ref. 6501-590
- Cash at door
- Charge EC/MC, Diners, Visa, Amex

..... exp. date:

AGENDA

- 17:30** **Registration**
- 18:00** **Welcome**
- 18:10** **Adress:**
Prof. Shlomo MAITAL
Academic director of Technion Institute of Management
On
When the dust settles, what will the New World Economic order look like?
- 18:35** **Adress:**
Prof. Lester THUROW
Professor Emeritus of management and economics, MIT
On
The Global financial Crisis
- 19:00** **Closing words**
- 19:05** **Discussion**
- 19:30** **Cocktail riche**