



Newsletter

MIDDLE EAST EXPERTS CONVENE

On October 14, the School hosted leading players in Middle Eastern economic policy in a special symposium, "Is Peace Good Business?" before an overflow audience in Sachar auditorium. Dean Petri introduced **Dr. Nabil Ammari**, Secretary General of Jordan's Ministry of Planning, **Dr. John Page**, Chief Economist of the Middle East Region for the World Bank, and **Louis Perlmutter '56**, Managing Director, Lazard Freres & Co. and a member of the Council of Foreign Relations Middle East Task Force. The panel was moderated by **Thomas A. Friedman '75**, Foreign Affairs Columnist for the *New York Times* and author of the best-selling book *From Beirut to Jerusalem*.

In a lively exchange, the panelists agreed that trade among Israel, Jordan and the Palestinians is now possible in a way that was inconceivable a few years ago. But to keep the peace process on track, warned Dr. Page, "there has to be a peace dividend. People must be able to say that they live better than before the peace." Mr. Perlmutter gave examples of intense Arab interest in Western investment. "Peace is good business," concluded Dr. Ammari. "But trade between Israel and its partners has to be two-way—Arab goods also have to prosper in Israel."



Louis Perlmutter, John Page and Nabil Ammari

NEW COMPUTERS TAKE OVER

Computing at GSIEF is taking a big step forward with the installation of a state-of-the-art local area network for faculty, students and staff. Once fully operational, the network will provide access to software and databases, course assignments and data, and the Internet. Distant friends and information sources will be a mouse-click away. The system was financed by generous grants from Overseers **John and Adam Usdan** and from the National Science Foundation.

Meanwhile, the School's Internet Task Force, and especially Ph.D. student **Guangzhou ("Albert") Hu**, established a GSIEF home page on the World Wide Web. The site offers a starting point for users venturing into the Internet, as well as information on the School to outsiders. The address is: <http://www.brandeis.edu/ief/iefweb.html>. The Task Force plans to expand and refine the site, adding

information on job opportunities, faculty research, alumni news and data sources.

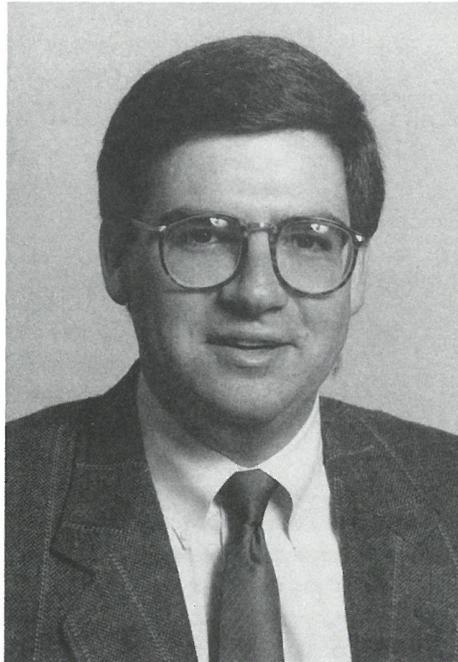
FIRST-HAND LOOK AT BANK OF BOSTON

Forty Lemberg students spent the afternoon of October 5 in intensive briefings at The First National Bank of Boston, hosted by **Alexander Aikens III '71**, Managing Director of the Emerging Markets Investment Banking, and **Lisa Gelfand '80**, Assistant Vice President in the US Multinational Banking. Presentations on corporate banking and international finance were made by experts including **John R. Newcomb**, Director of Credit and Capital Markets Training, **Yan-Poh Loh '72**, Director of Emerging Markets Operations, and **Patricia Crane**, Director of Trading, who also gave a tour of the Bank's new trading floor.

FACULTY PROFILE: PROFESSOR BENJAMIN GOMES- CASSERES

Rare is the leading scholar who is also a thoroughly engaging teacher. Associate Professor **Benjamin Gomes-Casseres** is one. "He is a wonderful addition to our international business faculty," says Dean Petri. "This is an area of some strength already, and one that will become still more prominent in the future." One of five new professors in the GSIEF this year, Professor Gomes-Casseres '76, is coming home to Brandeis after an illustrious 20-year detour. "As an undergraduate, I chose Brandeis because it offered the breadth and depth of a major research university packaged in a small size," he says. "At GSIEF, I have again found a rich academic environment in a user-friendly package."

With a Master's from Princeton and a Doctorate in Business Administration from Harvard, Professor Gomes-Casseres specializes in international business. For ten years, he taught on the faculty of the Harvard Business School, and wrote numerous articles, cases and books on global competition, including *The Alliance Revolution: The New Shape of Business Rivalry*, to be published by Harvard next spring. He has consulted for BellSouth, Hewlett Packard, Abbott Laboratories and other high-tech companies. Of his research, Professor Gomes-Casseres says: "The global integration of markets has forced firms to seek partners that can help them reach the huge scale and expertise they now need to succeed. What really intrigues me is how these alliances are reshaping business rivalry. In effect, cooperation has become woven into the very fabric of competition."



Professor Benjamin Gomes-Casseres

Professor Gomes-Casseres's two fall courses, "Managing International Business" and "Business in the Global Economy," are playing to rave reviews and are heavily subscribed. He is equally enthusiastic about his students: "The students here tear into cases and debate each other—and me—with tremendous energy and intelligence," he observes. "Typically, I begin by asking students what they would do in the situation described in the case for the day. We then tease out lessons and compare our different points of view. There is no single 'correct' answer. The firms that succeed are those that design and implement plans with care and intelligence. This is the most important lesson I can teach my students at Brandeis."

Born and raised in Curaçao, Professor Gomes-Casseres is fluent in Dutch, Papiamentu and Spanish, and passable in French, Portuguese and Italian. He lives in Lexington with his wife, Susan Wexler, whom he met when he was a senior at Brandeis, and their three-year-old daughter, Rachel.

GRADUATE SCHOOL WELCOMES TWO GREAT DEBORAHS

Deborah B. Green has been appointed GSIEF's first Assistant Dean for Admissions. Debby graduated from Wellesley College with Special Honors in Economics, and earned an MBA with High Distinction at Babson. Before coming to Brandeis, Debby helped to establish and run the Pew Faculty Fellowship in International Affairs at the Kennedy School at Harvard, and has been active in Planned Parenthood and in the government of her home town, Lexington. **Kris Cohen**, who handled admissions in recent years, has been named to the new position of Assistant Dean for Administration and Student Affairs.

Deborah Smith has been appointed the new Administrative Assistant for Admissions and Career Placement. In addition to her warm personality and fresh sense of humor, Debby brings a wealth of experience to the job, most recently as an Executive Assistant for Marriott Hotels and Resorts.



Deborah Green, Assistant Dean for Admissions

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LEMBERG STUDENT ASSOCIATION BULKS UP

With 30% more members this year than last, the Lemberg Student Association (LSA) is thriving. Co-presidents **Divya Mirza '97** and **Bruce McLaren '97** have kept the Sachar Center bustling with activities including weekly film nights, a full-costume Halloween party, and an outing to Fenway Park to watch the Red Sox baseball team trounce Milwaukee in clinching the American League East pennant. The LSA also hosted Professor Jane Hughes for an informal luncheon, and its Careers Task Force is working closely with Associate Director Kino Ruth to expand company contacts.

RECORD ALUMNI CAMPAIGN FUNDS SCHOLARSHIP

Participation by 41% of Lemberg Program alumni made the 1994-95 Alumni Campaign the most successful ever. "We have remarkable support given that the Lemberg Program is only eight years old," said Dean Petri. "We deeply appreciate the interest and loyalty of our alumni."

To recognize these exceptional alumni contributions, a new Alumni Scholarship was established for a first-year student demonstrating unusual academic and leadership promise. **Patricia Signet '97** has been named as its first recipient. Trish has a BA from Georgetown and also studied East-West trade at the Central School of Planning in Warsaw. She has worked for The Gap, eventually



Patricia Signet '97

managing five stores, and for the Boston Company as Marketing Associate. She is also an adult literacy volunteer and a member of the Financial Development Committee of the Boston YWCA. Trish is concentrating in International Business in preparation for a career in management consulting.

Lemberg Alumni Fund Honor List, 1994-95

Frederick Aase	Gary Ge Chen	Joseph A. Curro	Patrick T. Breslin
Robert S. Brown	Juan Buendia	Sara Burbine	Thomas Dewner
Karen Foster	Paul Francis	Carlos T. Gomez-Lopez	Monica Goryn
Donna Hill	Toshie Ikenaga	Amy Kessler	Ozlem Koldemir
Peter Kotchen	Nicolai Lachmann	Daniel F. Lenzo	Susan H. Levy
John Morris	Howard Moyes	Dezso Okanyi	Harry Palmin
Hannes Pfeifenberger	Hugh A. Powell	Thomas Racky	Michael J. Ramer
Matias A. Ringel	Yesim Akun Roth	Andrew Rubenstein	Gloria Perelman Schneider
Andres Senouf	Paula Spencer	Edina & Robert Stollinger	Michael Swell
Paul Walborsky	Lan Xue	Eugene Zeyger	Michael Zhang
Dai Zhong			