UC SANTA BARBARA

THE Current

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Bill Schlotter

TRADE EXPERT TO GIVE SPECIALTY MERCHANDISE CORP. LECTURE IN INTERNATIONAL BUSINESS COMMUNICATIONS

Janis Forman, founder and director of the Management Communication Program at UCLA, will discuss "Communicating Business Strategies Across Cultures" Tuesday, May 14 at 5 p.m. in UC Santa Barbara's Engineering II pavilion.

Forman comes to UCSB as the third annual Specialty Merchandise Corporation distinguished lecturer in international business communications.

The program is free and open to the public. It accompanies announcement of this year's Professional Business Writing Awards, given annually to the best student-conceived business plans in the UCSB Writing Program.

Forman has helped prepare more than 100 international strategic studies for both multi-national companies such as Microsoft, Hughes, Nestle and Disney as well as for start-ups.

Her three books include "The Random House Guide to Business Writing."

She has a Ph.D. from Rutgers University and has received numerous awards for her research, including fellowships from the Fulbright Foundation, IBM and the Center for

International Business Education and Research.

About UC Santa Barbara

The University of California, Santa Barbara is a leading research institution that also provides a comprehensive liberal arts learning experience. Our academic community of faculty, students, and staff is characterized by a culture of interdisciplinary collaboration that is responsive to the needs of our multicultural and global society. All of this takes place within a living and learning environment like no other, as we draw inspiration from the beauty and resources of our extraordinary location at the edge of the Pacific Ocean.