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Media Advisory

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March 5, 1996

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Media Advisory

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- Speaker:** Dr. Hans Thorelli
*Distinguished Professor of Business Administration Emeritus
Former Chairman, Marketing Department,
Graduate School of Business, Indiana University*
- Topic:** Pan-European Issues
*A broad look at cultural, political, trade, and economic
issues in Europe*
- Date:** March 13 (Wednesday)
- Time:** 2 p.m.
- Location:** Room C101, Center for Natural Science Learning & Research
201 E. Beecher, Bloomington
- Admission:** Free, Open to the Public
- Sponsor:** International Studies Program
Western European Studies Team



Thorelli, author or editor of a dozen books and 100 articles, has served as a business consultant for General Electric (GE), General Motors (GM), International Business Machines (IBM), J.C. Penney, Monsanto, and others. He also has been a consultant to the United Nations and various U.S. government agencies.

Among Thorelli's interests are competition and cooperation at the firm, industry, and international levels, and the relation of modern marketing to economic development and political democracy.

Thorelli was a delegate to President Gerald Ford's Summit Conference on Inflation and the Economy and he has served as a U.S. representative to the Organization for Economic Cooperation and Development (OECD) in Paris.

Thorelli pioneered the International Operations Simulation, once the most widely used computer-based strategic planning exercise in management used by U.S. graduate schools of business. In 1994, a Thorelli-led team published a state-of-the-art successor simulation, the International Operations Simulation/Mark 2000, which last year was used in 17 countries.

Thorelli earned a doctorate and a law degree from the University of Stockholm. He is an elected Fellow of the Royal Academy of Engineering Sciences in Stockholm and the Academy of International Business.