



AUTUMN EVENT INVITATION

Management methods in Germany and the USA - What can we learn from each other?

The European Professional Women Network recently established itself in Düsseldorf. After our successful launch event in April, we are pleased to invite you to our autumn event in Düsseldorf.

Please mark the date:

Monday, 17TH November 2008 from 18.00 – 21.00

Wirtschaftsclub Düsseldorf

Königsallee 60c - 40212 Düsseldorf

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www.wirtschaftsclub-duesseldorf.de

Our keynote speaker:

Prof. Dr. Ulrike Reisach. She is Professor on international management and corporate communications and has been working as an analyst and expert on international business strategies for leading international banks and industries for 20 years. Being Director at Siemens Corporate Communications and Government Affairs she accompanied numerous international projects in the USA and Asia. Since September 2008, she is teaching as a full-time professor at the Neu-Ulm University of Applied Sciences, Bavaria/Germany.

Her main focus is global business communication together with internationalization strategies of German, American and Chinese companies. Besides her professional career she wrote 11 books and several articles on international management, corporate communication and corporate culture which are also the key topic of her speeches and presentations.

TIP:

The event focuses on Prof. Dr. Reisach's remarkable book "Die Amerikanisierungsfälle – Kulturkampf in Deutschen Unternehmen". (The Globalization of US-Management Styles and its Risks) and will give insights into the roots of the crisis and misunderstandings we are just experiencing. For your perusal see attached a review by Martin Spilker, Bertelsmann Stiftung

Registration:

EPWN promises you to deliver high-quality events. Please make sure to register yourself until October 17th, 2008 via our website www.europeanpwn.net: Go to "city networks", then scroll down and click on the link "Germany". Select the Düsseldorf event on the headline to know more about the event and register as a member or a guest. It is as easy as that!

Colleagues and (wo-)men in your network looking forward to connect with likeminded women are welcome.

We look forward to enhance your career and professionalism through EuropeanPWN.

Sjannie Hulsman MBA

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We thank our member, mrs. Maria Fischer, Geschäftsführende Gesellschafterin von

Fischer HRM - Düsseldorf, for her generous gesture to open her membership at the
Wirtschaftsclub Düsseldorf for European Professional Women's Network.