

Seoul Global Business Support Center and Korea Exchange Bank co-host Global Marketing & Career Development Seminar provided by IE Business School

**The Art of Seduction –
Innovation in Marketing
&
Career Development under the Competitive Global Market
Environment: A dialogue with career manager Maria Fernanda Diaz**

 **Speakers**

- **William Davila**, Director of International Development for Asia- Pacific, Middle East, and Africa and Associate Professor of Marketing at IE Business School (Ranked the 7th in the Global MBA Rankings in 2010 by the FT). IE Business School is a leader among business schools specializing in entrepreneurship, innovation, and strategy located in Madrid, Spain. It's local partners include KAIST Business School and Sogang University Business School.
- **Maria Fernanda Diaz**, Director of Career and Alumni Services at IE Business School, Madrid Spain

 **Who Should Attend?**

- International Residents in Seoul (Future Entrepreneurs are welcome!)
- Both Foreign and Korean CEOs, Business Owners and Managers of Foreign Directed Invested Companies or multi-national companies in Seoul

 **Seminar Topics**

- Why do people buy some brands or vote for some specific candidates? While our decisions have a rational base, our final action is emotional. The Art of Seduction is not just a debate about the role of emotions, but about the art of making people fall in love with our brand or offer. We explore the seduction process from a philosophical point of view as well as its practical implications. We will discuss the differences between seduction and persuasion in influencing consumer decision. We study the relationship between seduction and various marketing tools in order to obtain a methodology of seduction. We invite you to discover the Art of Seduction.
- The importance of Europe and Korea business networking in the 21st century and the career value of global business education for managers

 **Registration**

Please send the attached seminar registration form to Seoul Global Business Support Center. For foreigners who are doing business in Seoul, the Seoul Global Business Support Center (<http://global.seoul.go.kr/bizsupport>) provides various information, consulting, and intensive support services in English, Chinese and Japanese languages.

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* Center Location: 2nd Fl. COEX, 159 Samsung-dong Gangnam-gu, Seoul

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◇ **Date: Tuesday, 13 July, 2010**

◇ **Time: 7.00pm ~ 9.00pm**
◆ 7.00pm ~ 7.30pm Registration & Networking
◆ 7.30pm ~ 9.00pm Seminar

◇ **Venue: 4th Floor, Korea Exchange Bank HQ Bldg. at Ulchiro(Euljiro)1ga station (Map attached)**

◇ **FREE Seminar with the registration form (light refreshments and KEB door gift provided for all)**

KEB Head Office Map



How to get there

- ✧ **Subway Line 2 green line Ulchiro 1ga(Euljiro) Station Exit 5. 50m away from the station**
- ✧ **KEB parking lot available**

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