



News Release
Public Relations

**“Going Global Collides with Going Green”
Fortune 500 Consultant and CEO Dr. Bruce Piasecki
to Present at Fairleigh Dickinson University**

Madison, NJ (September X, 2007) – Award-winning author Bruce Piasecki, president and founder of the American Hazard Control Group, will lead a breakfast seminar “World Inc. – Why Going Global Will Collide with Going Green Each Day of This New Century” on Friday, October 19, 2007, in Hennessy Hall (The Mansion) on the College at Florham Campus of Fairleigh Dickinson University.

Highlights of the seminar will include developing leaders we can trust; globalization, money markets and the new value of the firm; Toyota and the search for the superior car; and HP and the vast universe of consumer delight.

Piasecki is the author of five seminal books on business strategy, valuation and corporate change, including The Nature Society’s book of the year, *In Search of Environmental Excellence: Moving Beyond Blame*.

World Inc., his new book, has garnered praise from influential business leaders around the world. The book explores the idea that businesses are now more powerful than government when it comes to local and global solutions. David Monsma, executive director, energy and environment program, The Aspen Institute, said, “In *World Inc.* Bruce Piasecki solidly conveys the ever successive need to grasp the interdependence between products, profits and people. It is a must-read for business leaders.”

Piasecki has been a leader in the corporate responsibility and environmental sustainability fields for more than 25 years and appears on CNN, FOX, and CBS News as a regular expert on corporate environmental responsibility. Since 1990, he has run hundreds of benchmarking workshops for 42 multinational corporate affiliates in site remediation, power markets, emerging issues and governance concerns. Piasecki advises executive management of top Fortune 500 companies on corporate leadership, energy policy, product development and environmental sustainability.

The breakfast seminar, from 7:30-9:30 a.m., is part of Fairleigh Dickinson University’s Institute for Sustainable Enterprise (ISE) and Center for Human Resource Management Studies (CHRMS) series and Tickets for the seminar are \$35; this fee does not apply to current employees of ISE/CHRMS Corporate Partner Companies and ISE/CHRMS “Individual” and “Breakfast” Partners.

For further information about the event, or to register, please call 973-443-8577.

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Jpg photo of Piasecki available by request to m.brown@fdu.edu

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