



Romanian-French MBA Program

le cnam
école management & société



Expand your Horizons

Critical Thinking in Designing the Business Strategy

Thursday, May 14, 2015, 18:00, Conference room: 4108, 2-2A Calea Griviței, ASE Bucharest

Guest speaker: Peter H. FRANK



Expand Your Horizons series of events continues:

When: Thursday, May 14, 2015, between 18:00-20:00, room 4108

Who: Peter H. Frank, a graduate of Georgetown University

What: Critical Thinking in Designing the Business Strategy

A graduate of Georgetown University where he studied business and philosophy, Peter Frank worked for 12 years as a business reporter and editor at four large newspapers, including *The Sun* in Baltimore and *The New York Times* in Dallas. He then worked for another 12 years at MBNA America Bank, the largest independent credit card issuer in the world and the pioneer of affinity card marketing, as Director of Corporate Communications, National Sales Director for Mexico, and Director of Commercial Cards in Europe (after the bank was bought by Bank of America in 2006).

After moving to Bucharest in 2009, he has been consulting, writing, lecturing, TV presenting, marketing, and teaching. His articles have been published in *Elle*, *Dilema Veche*, *Capital*, *Cariere*, and *Esquire*, where he was the regular business columnist. His latest book "*M-am Saturat Sa Fiu Prost: incursiune în gândirea critică pentru oameni de afaceri și nu numai*" (or "*How To Be A Lot Less Stupid: A Journey in Critical Thinking for Business*"), was issued by Editura Humanitas in March and has been very well received by the Romanian audience.