

## Welcome Note



**Mark Zupan, Dean**

Simon Graduate School of Business, University of Rochester

“Executives in today’s world of global business do not always know in advance how change will affect their organizations. The program will help them better define the issues, develop more robust strategies for dealing with them, and implement thoughtful and effective solutions. Through real-world applications and first-rate teaching, our faculty members bring the latest research and management insights to life in class.

The Simon School is proud of its long-standing relationships with its European partners, a true cornerstone of its commitment to global management education. We look forward to welcoming students from anywhere in the world who appreciate the opportunity to advance their managerial expertise, add value to their organizations, and enrich their professional lives for the years to come.”

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