

**FACHBEREICH
BETRIEBSWIRTSCHAFT**

Campus Duisburg
Ostasienwirtschaft / Japan und Korea

Prof. Dr. Werner Pascha

Invitation to a guest lecture

Success Factors of Vertical New Product Alliances in Korea

Prof. Dr. Martin Hemmert,

School of Business, Korea University, Seoul

Monday, July 13, 2009, 10–12 h

Room: LE 713

**Please register by Thursday, July 9, with
Uwe Holtschneider (uwe.holtschneider@uni-due.de)**