



新聞稿 PRESS RELEASE

一九八三年三月十八日

新聞組高級主任莫俞敏謹啟

茲因該講座內容對本港
管理界專業人士將有一定之
啟發，用特函請貴報惠予報
導有關該演講消息，隨承附
宣傳海報及講座內容之專稿
（英文版）以供參考，此
編安此致
編輯先生

逕啟者：著名管理學教育家
倫敦工商學院教授 Professor
Kenneth Simmonds 應本校市場及國
際企業系之邀，將於一九八三年
三月廿一日（星期二）上午十一時
至下午一時在大學潤昌
堂一〇四室主持公開演講，講題
為「廿五年來英國之行政管理」
"Twenty-Five Years of British Management".

March 18, 1983

Dear Editors,

An International known management educationalist from the London Business School, Professor Kenneth Simmonds, has accepted an invitation from the Department of Marketing and International Business of this University to give a public lecture on Monday, March 21, 1983, from 11:30 a.m. to 1 p.m. in Room 104, Y.C. Liang Hall, in the University campus. The topic of the lecture is "Twenty-Five Years of British Management".

As the topic will be of interest to members of the business local circle in Hong Kong, it would be very much appreciated if you would be kind enough to report the lecture in your newspaper.

Enclosed herewith please find a copy of the poster announcing the event together with a write-up on the lecture.

Your kind assistance to the matter is very much appreciated.

Amy Mok (Mrs.)
Senior Information Officer

Encs.