

1992 Business Performance Lecture Series

In the last issue we published three lectures from the LSE Business Performance Lecture Series. In this issue we publish the final two: Raymond Seitz, the American Ambassador to London, on "American Objectives in Europe" in which he outlines the new world order for trade, and George Fisher, CEO Motorola, on "Standards and Technological Innovation", in which he emphasizes the need for common standards to oil the wheels of international trade.

The Business Performance Group is an interdisciplinary social science research institute within the London School of Economics.