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November 4, 1993

FOR IMMEDIATE RELEASE:

EIU TO HOST INTERNATIONAL MARKETING SPECIALIST

CHARLESTON, IL--With more and more companies doing business in Japan, it has become increasingly important for managers to understand international cultural differences and their implications to business processes.

John Purcell, an international marketing specialist in Asian business who has been with IBM for 30 years, will share his expertise in doing business in Japan with EIU faculty, students and members of the business community Nov. 8-12.

Purcell, who is serving as EIU's Lumpkin Executive-In-Residence during that week, will present a seminar on "Doing Business in Japan" at 2 p.m. Monday, Nov. 8 in Lumpkin Hall, Room 127.

The seminar, sponsored by Eastern's Department of Management and Marketing, is free and open to the public.

Special guest at the seminar will be Richard Lumpkin, chief executive officer of Consolidated Communications Inc., who will introduce Purcell.

As a market assessment program manager for IBM, Purcell has experience in assessing world-wide markets, understanding market-

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place wants and needs and determining competitive responses to the marketplace.

He lived in Japan for three years and has developed and taught Japanese/Western business seminars in the United States and Japan. Many of the senior managers participating in his seminars have used his ideas to make major policy and plan changes.

Purcell has a bachelor's degree in government from Tufts University in Medford, Mass., and master's degree in industrial administration from Union College in Schenectady, N.Y. His professional affiliations include that of the Japan Society *for* Quality Control and American Society for Quality Control.

While at Eastern, Purcell will be the guest lecturer to seniors in several international marketing and policy classes and to members of the EIU chapters of the American Marketing Association, Human Resource Management and Society for the Advancement of Management, as well as the Masters in Business Administration Association.

He will also meet with EIU Lumpkin College of Business and Applied Sciences business faculty and administrators during the week and with members of the local business community at the Tuesday, Nov. 9 Charleston Rotary Club meeting.