



GLOBAL NETWORK FOR ADVANCED MANAGEMENT

IN THIS ISSUE

- **Insights: How do Marketers Sell Christmas?**
- **Lighting the Menorah the Technion Way**
- **Invitation to the Yale Philanthropy Conference**
- **Insights: What's the State of the European Banking System?**
- **Broader Participation Seen in Global Network Online Courses**
- **Global Network Deans and Directors Convened at UCD Smurfit in Dublin**
- **Ways to Collaborate in Executive Education Discussed at Meeting Hosted by ESMT in Berlin**
- **Perspectives on Leadership and Sustainability**

ISSUE: December 2014, No. 8

QUICK LINKS

- [Member Schools](#)
- [Network Cases](#)
- [Network Weeks](#)
- [Network Courses](#)

CONNECT

- [Facebook](#)
- [Twitter](#)
- [YouTube](#)
- [LinkedIn](#)

Insights: How do Marketers Sell Christmas?

The holiday season is a time for joy and family and a staggering amount of shopping. In a video interview from UCD Smurfit's Faculty Insights series, Professor Damien McLoughlin says that marketers make those sales by taking advantage of our holiday impulses, including the drive to be cheerful.



Lighting the Menorah the Technion Way

When Technion students from the Mechanical Engineering and Industrial Engineering and Management departments at the Technion are asked to

light the menorah, the results are anything but traditional. Here's one example.



Invitation to the Yale Philanthropy Conference

Yale SOM student organizers of the Yale Philanthropy Conference invite anyone interested to register for the 2015 Yale Philanthropy Conference. [Learn more.](#)



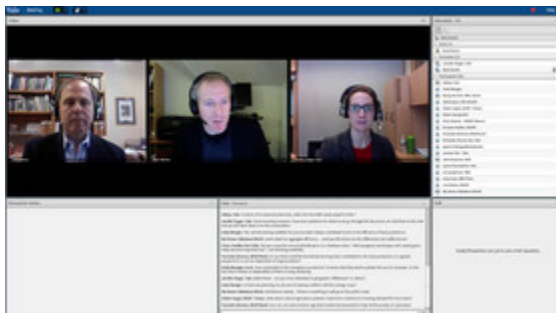
Insights: What's the State of the European Banking System?

Europe is still struggling to emerge from the financial crisis. Though recent stress tests by the European Central Bank gave passing grades to 90% of the region's banks, critics question the transparency and rigor of the tests. Professor Sascha Steffen of ESMT European School of Management and Technology talks about the state of the banking system and the challenges of designing and implementing a single system to oversee banks across the Eurozone.



Broader Participation Seen in Global Network Online Courses

Students from 16 Global Network schools will take a Global Network online course in the first half of 2015. This includes students from 5 schools which are participating for the first time. The courses being offered include "Natural Capital" offered for the second time by Yale SOM and two new courses, "Handling Disruption" offered by LSE and "International Management and Organizational Structures" offered by EGADE.



Global Network Deans and Directors Convened at UCD Smurfit in Dublin

Deans and directors from across the Global Network for Advanced Management met at the UCD-Smurfit School in Dublin on November 24-25. Over the two days ways to enhance the experience of current programs, such as Global Network Online Courses, Global Network Weeks and case-sharing, were discussed. New initiatives in communications and alumni relations were also proposed and discussed. Implementation of the suggestions is already underway.



Ways to Collaborate in Executive Education Discussed at Meeting Hosted by ESMT in Berlin

Members of GNAM schools' Executive Education teams convened in Berlin to discuss potential collaboration in executive education. Best practices and current challenges were shared, and potential ways to cooperate were discussed. Next steps for implementation of some of the proposals will be discussed at a follow-up meeting in April 2015.



Perspectives on Leadership & Sustainability

As part of the Future Leaders Program of the World Business Council on Sustainable Development, David Crane, CEO of NRG Energy, and David Bach, Senior



Associate Dean at Yale SOM will discuss leadership and sustainability in an event which will be available for viewing to all GNAM students via a link which will be published on the [GNAM website](#) before the date. The discussion will take place at Yale SOM on January 27, 11:45 a.m. -12:45 p.m. EST.

[Newsletter archive](#)

The first edition of the GNAM newsletter is available on the [Contact page](#) of the GNAM website.

Your news?

Please send news from your school for the next edition of this newsletter to elizabeth.wilkinson@yale.edu.