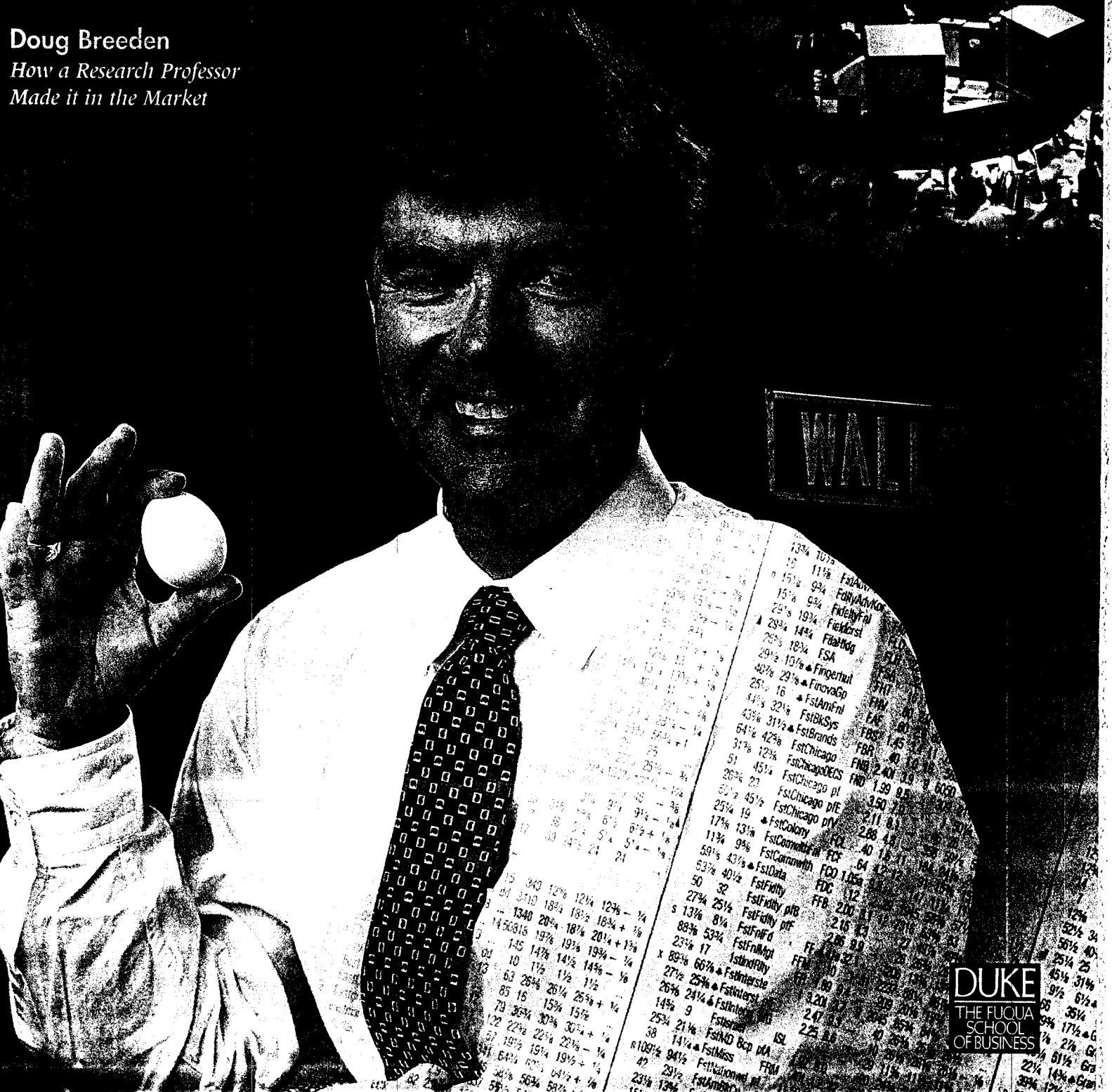


# exchange

Fall 1995

ALUMNI MAGAZINE

**Doug Breedon**  
*How a Research Professor  
Made it in the Market*



**DUKE**  
THE FUCUA  
SCHOOL  
OF BUSINESS

# Fuqua File

## Recent Press Coverage of the School's People and Programs



The increase in applications to Fuqua's MBA program caught the attention of *The Wall Street Journal*, in the article "Applications Rise at Top Business Schools." The *Journal* reported that applications to Fuqua increased 7 percent and that the Class of 1995 had a placement rate of over 95 percent by August. The article also reported that Fuqua's '95 graduates received an average of 2.7 job offers each, with an average starting base salary of \$64,000.

*Business Week* reported on a study by associate professor Campbell Harvey in the article "Wall Street Calls the Tune." Harvey conducted the study, which analyzed the monthly performances in dollar terms of 21 developed countries' stock markets, with colleagues at First Chicago Investment Management Co. The Fuqua finance professor's recent study on the value of investment newsletters continues to attract press attention: *Worth* magazine reported on the study in its September issue, in the article "Advisory Strategies and Insights: Reading Your Way to Riches."

Fuqua featured prominently in an article in the *International Herald Tribune*. In the article, "International Managers: U.S. MBA Programs Go International," Dean Thomas F. Keller discussed the needs of multinational corporations for global managers and described Fuqua's new Global Executive Program. Keller was interviewed in Brussels, during a stop at Fuqua's Center for European Relations. He also visited alumni and companies in the area.

*The Chronicle of Higher Education* interviewed Judith Green, director of international student affairs, in the article "Overseas Health Risks—Colleges Urged to Give Better Advice to Participants in Study-Abroad Programs." Green also offered advice for those who work with international students on preparing them for their educational experiences in the U.S.

*The Wall Street Journal* profiled Fuqua graduate Paul Wick '87 in the article "Hello, Mr. Chips: One Fund Takes Honors for Three Periods." Wick manages the Seligman Communications & Information Fund, the nation's most successful technology fund. Wick, who was profiled in the Summer 1995 *Exchange*, also appeared on PBS-TV's "Wall Street Week."

*Investor's Business Daily* featured the Weekend Executive MBA program in Health Services Management and the Global Executive MBA program in the article "It's Back To School Time: Managers Flock to Executive Programs To Gain An Edge."

*USA Today* quoted associate professor Harris Sondak in the article "Negotiating: 'Tacit Collusion' — What's Best for Both Sides Cinches Deal," about U.S.-Japan auto trade negotiations. "There's no reason why billions of dollars (in deals) should be transacted after no sleep," said Sondak. "There are some joint gains that might get overlooked."

*Futures Industry* magazine featured professor Robert Whaley in "The Futures-Minded Professor: An Interview with Duke's Robert E. Whaley." The interview appeared in the magazine's August/September issue.

Associate professor John Gallagher commented on the tremendous potential for advertising on the World Wide Web in the *USA Today* article "Doing Business on the Web Is New Status Symbol."

Jana Dean and Chris Lake, both 1993 graduates, were featured in *Income Opportunities'* cover story "Pass or Fail." The magazine interviewed Fuqua's director of career services and placement Dan Nagy about the co-owners of Dean & Lake Consulting: "It takes a certain kind of person to start a business," Nagy remarked. "A person with lots of ideas, a person who is not risk-averse, a person who is willing to plop down his own money to make his venture happen."

Raising taxes on tobacco would save lives, according to associate professor Michael Moore. A front-page item in the "Tax Report" section of *The Wall Street Journal* quoted a study by Moore as finding that a 10 percent increase in excise taxes "is projected to save approximately 3,200 lives a year."