

HSU SCHOOL OF BUSINESS PRESENTS  
THE 17<sup>TH</sup> ANNUAL CHUNG-WATSON LECTURE SERIES IN BUSINESS ETHICS

*“Strategies Towards a Sustainable and Low-Carbon Economy”*



Dr. Walter Stahel

- Free event open to the public and community
- Thursday, April 8, 2010
- 4:00-6:00 pm in the Kate Buchanan Room
- Humboldt State University
- Book signing opportunity by Dr. Stahel



*The Performance Economy*

Dr. Stahel is the founder-director of the Product-Life Institute Geneva, the oldest established consultancy in Europe. He has been doing research on sustainable management and has lectured on the topic in many universities in Europe, Japan, the USA and China.

*The Chung Watson Lecture Series in Business Ethics is supported by 1970 Humboldt alumnus Mr. Po Chung to honor Frank Watson, former HSU professor. Mr. Po Chung, founder and past Chairman & CEO of DHL International, provided funding for this lecture series so that our students, faculty, and community would have a forum in which to engage in a continuing dialogue on business ethics and corporate responsibility. We are pleased to provide that forum.*