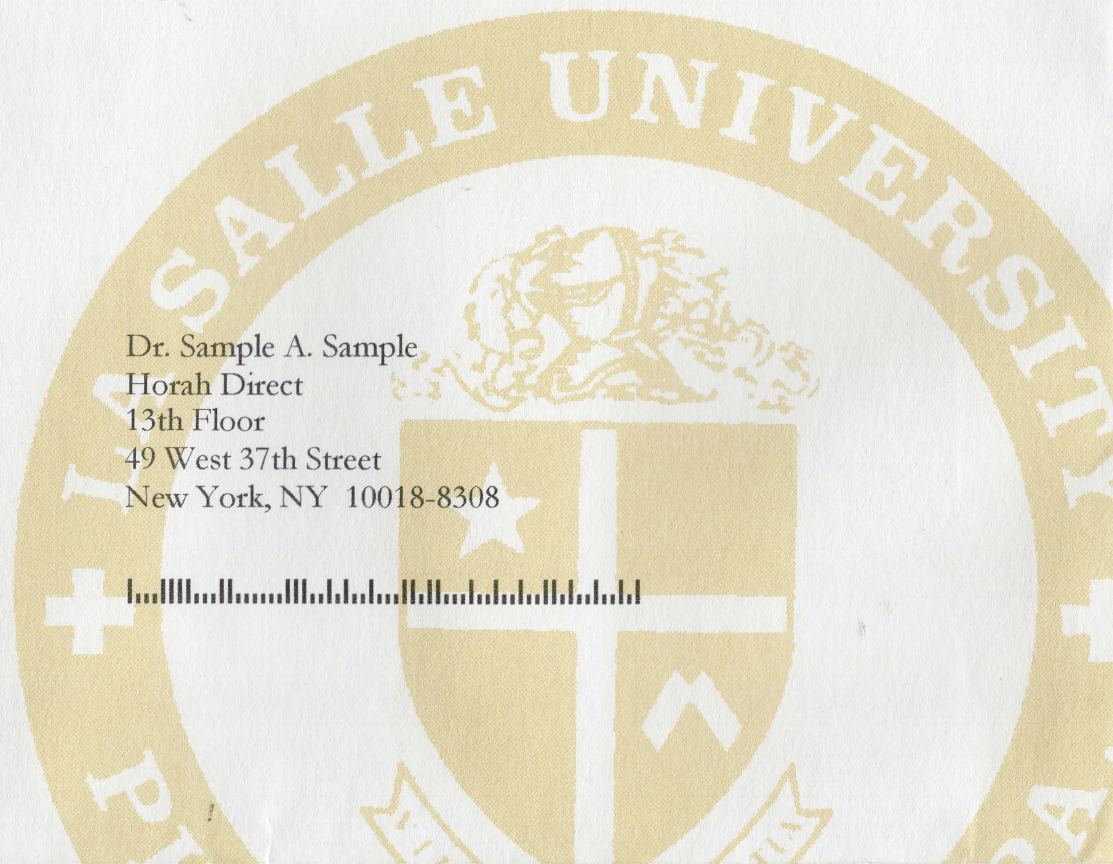
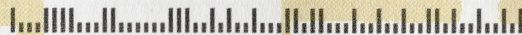


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*A Favor of a Reply  
is Requested*

Dr. Sample A. Sample  
Horah Direct  
13th Floor  
49 West 37th Street  
New York, NY 10018-8308







Marie L. Zecca  
Director,  
Executive MBA for  
Science and Technology  
La Salle University  
emba@lasalle.edu

Dear Dr. Sample,

These days, it's not enough for you to be a gifted healer.

Whether it's managing your time or taming the paper tiger, physicians like you must think like astute CEOs to stay profitable and keep your earning power strong.

You need sophisticated business and management skills to deal with insurance companies, government regulations and an out-of-control healthcare system that steal time from your billable hours.

That's why some doctors are fighting back and getting the business training they need ... thanks to a new executive degree program offered by La Salle University.

The Executive MBA for Science and Technology (EMBAst) graduate degree program is tailored for medical and science authorities with at least 7 years of experience.

But that's just the beginning:

You'll work alongside fellow executives in the science, technology and healthcare industries and explore the relevant topics all of you face.

You'll study the latest business principles: how to develop effective leadership and time management skills, e-commerce, how to evaluate emerging technologies, the global issues and ethical concerns affecting you in the new millennium, and more.

Most exciting, you'll travel overseas for a 12-day Euro-seminar. You'll learn how to "think globally and act locally" while studying alternative business models. You'll be exposed to global management trends.

You'll make valuable contacts within high-tech companies and gain a front-seat view of developments and breakthroughs in your field.

You'll hear from a spectrum of faculty and guest speakers on how you can keep your practice prosperous.



The program is conducted on alternating Fridays and Saturdays for minimal interruption of your personal and professional lives.

Best of all ... you can get your EMBAst in only 20 months, compared to traditional part-time MBA programs that take years to complete.

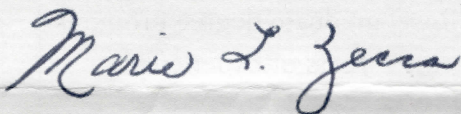
Classes are taught at the La Salle University Bucks County Executive Center conveniently located off I-95 and easily accessible to you from the NY-NJ-PA-MD metro areas.

Because of the unique and interactive nature of the EMBAst program, we can accept only 24 degree candidates. So we need to hear from you right away.

To get a complete EMBAst information package and application materials, just return the enclosed RSVP reply card. If you prefer, you can call toll-free (888) LSU-9781 or send us an e-mail at [emba@lasalle.edu](mailto:emba@lasalle.edu)

I do hope I'll hear from you soon. Thank you.

Sincerely,

A handwritten signature in blue ink that reads "Marie L. Zecca". The signature is fluid and cursive, with the first name "Marie" being the most prominent part.

Marie L. Zecca  
Director,  
Executive MBA for  
Science and Technology  
La Salle University



EXECUTIVE MBA

for  
**Science**  
and **Technology**  
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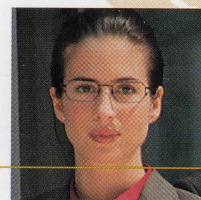
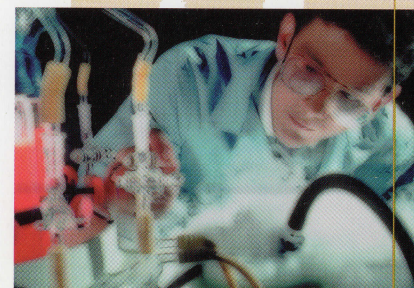
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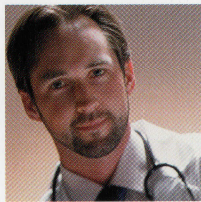
Sharpen your  
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## Academic Excellence

La Salle University's School of Business is accredited by the International Association for Management Education (AACSB)-- a distinction held by only one in four business programs.

## Peer-Level Faculty

The School of Business faculty has particular expertise in executive education. They continue and enrich the La Salle tradition of a love of teaching others. A strong sense of community. The integration of core values with practical experience. A challenging academic curriculum.

## The Program

A new, graduate-level degree program that won't interrupt your career

**Master** successful business fundamentals

**Obtain** practical management experience

**Learn** competitive marketing skills

**Discover** how to establish and lead goal-directed team partnerships

**Euro-Seminar 2000**

**Earn** your degree and experience world business dynamics

**Study** the social, political and economic forces of different

cultures during a 12-day overseas seminar

**Collaborate** with international business managers

**Observe** alternative management techniques and strategies at companies like

Daimler-Chrysler, IBM Europe and Citigroup

**Networking Opportunities**

**Develop** valuable personal contacts

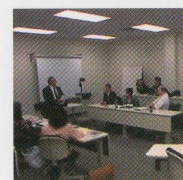
**Become** part of a cosmopolitan community of fellow experts

**Enjoy** stimulating interaction with colleagues and guest lecturers



# offers it all to you...





## Our Location

**Classes are held at the  
La Salle University  
Bucks County  
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## For more information:

La Salle University  
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Marie L. Zecca  
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THE SCHOOL OF BUSINESS ADMINISTRATION  
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What is a



*"Thanks to the roaring job market and  
companies' intense need for skilled managers,  
the EMBA degree is hotter than hot."*

*-- Business Week*



The Executive MBA for *Science and Technology* (EMBAs<sup>t</sup>) gives you all the advantages of a traditional MBA -  
- and something more:

It is specifically tailored for working science professionals with at least 7 years of career experience. It is not offered to students directly out of undergraduate programs or even executives in general.

The La Salle University Bucks County Executive Center is an ideal meeting place -- right off I-95 and a convenient ride from most neighboring areas.

You'll study and work side-by-side with fellow executives in the science, technology and healthcare industries.

Courses will cover cases, readings, guest lectures and other material dealing with practical business issues faced by specialists like you.

You can earn your degree in only 20 months, unlike the 4 or 5 years for an MBA on a part-time basis. And don't worry about your work and home life: classes are held on alternating Fridays and Saturdays to keep disruptions to a minimum.

*Want to know more?*

Then get your EMBA<sup>t</sup> information package and application materials by calling toll-free (888) LSU-9781 or sending an e-mail to [emba@lasalle.edu](mailto:emba@lasalle.edu) today



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RSVP CERTIFICATE

Yes, ☐ please send me more information about the Executive MBA  
for Science and Technology (EMBAst), a new executive  
degree program specifically for working science professionals.  
I realize I'm under no obligation and the material is free.

Employer Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

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