



*News Release*  
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**COLUMBIA BUSINESS SCHOOL  
ENGAGES LORE INTERNATIONAL INSTITUTE TO PARTICIPATE IN MBA COURSE DELIVERY**

Durango, CO., November 29, 2005—Lore International Institute was tapped by Columbia Business School to participate in course delivery for students enrolled in the MBA elective course, Strategy/Marketing Consulting Skills. This pioneering course seeks to teach MBA students a set of problem-solving and interpersonal tools, frameworks and best practices employed by strategy consulting firms. In identifying Lore as a partner in the delivery of this course, Columbia Business School Assistant Professor Hitendra Wadhwa asked Lore to join in providing certain key components because of the company's expertise in leadership development and in working with senior business leaders to develop their interpersonal effectiveness and enhance their personal, executive impact.

Dr. Wadhwa knew of Lore because of his own experiences as a consultant for a top-five global consulting firm. His awareness of Lore's capabilities, and the firm's hands-on approach to business education, motivated him to ask Lore to join in developing and delivering these key modules for this one-of-a-kind MBA course.

Lore Senior Vice President, Maryann Billington, MBA collaborated with Dr. Wadhwa to define the scope and focus of the modules Lore would provide. Lore curriculum developers, whose backgrounds bridge both the business and academic worlds, were involved with Dr. Wadhwa to collaboratively create dynamic course sessions that students can immediately use during their MBA experience, and which will also readily transfer to their future business assignments. For the Fall 2005 semester, senior Lore faculty members, Debby Pizzaro, M.A. and Steve Isenberg, M.Sc. provided course sessions on Effective Group Dynamics and positive Influence Tactics.

Preliminary feedback from course participants indicates that the program was a major success. Based on the success of this initial offering, Dr. Wadhwa and Lore hope to also provide outreach consulting and continuing education using a similar approach that blends traditional business school education with the working business knowledge and skills developed by Lore International Institute.

For additional information about this program and Columbia Business School's collaboration with Lore, contact Jennifer Kwiatkowski, Marketing Manager, at 800-866-5548, or by e-mail at [kwiatkowski@lorenet.com](mailto:kwiatkowski@lorenet.com). Or visit our website at [www.LoreNet.com](http://www.LoreNet.com).

**ABOUT COLUMBIA BUSINESS SCHOOL**

Widely admired for its global and cutting-edge curriculum, Columbia Business School is one of the leading business schools in the world. In addition to its renowned MBA program, Columbia Business School offers the prestigious Executive MBA (EMBA) and non-degree Executive Education programs. The School's faculty is comprised of internationally respected professors and includes Joseph Stiglitz, who won the Nobel Prize in economics in 2001 and was the chair for President Clinton's Council of Economic Advisers from 1995 to 1997. For more information about Columbia Business School and its programs, visit [www.gsb.columbia.edu](http://www.gsb.columbia.edu).

**ABOUT LORE INTERNATIONAL INSTITUTE**

Lore International Institute is a privately held, global executive development firm, serving the global business community. Since 1989 Lore has been providing clients with a variety of scaleable and progressive solutions, and is able to offer an end-to-end solution that includes assessment, organizational consulting, executive education, and executive coaching. For additional information about Lore, contact Jennifer Kwiatkowski, Director of Marketing, at 800-866-5548, e-mail [kwiatkowski@lorenet.com](mailto:kwiatkowski@lorenet.com). [www.LoreNet.com](http://www.LoreNet.com)

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