

the INSIDER

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Stockholm School of Economics in Riga



SA General Partner



SA partners





Cheers, SSE!

It is both relieving and sad to realize that it is the last Insider issue of the year. Relieving because it is not an exaggeration to say that working on a magazine requires tremendous effort (even larger than we had expected); sad because holding a newly-printed issue in the hands after you have spent countless nights on it is unbelievably pleasant, and we won't have this for the coming three months. But anyway, the year is nearly over, everyone is carried away with summer plans, somebody is still looking for an internship, somebody is chilling instead of studying—we all are as always busy doing something ;) And life will never be different anymore: things pass by, the new ones take their place... In this ever-lasting journey we wish you all to stay in tune with your inner selves and enjoy things you are doing. Especially this wish goes to our beloved Y3's: the real world opens its doors, embrace it and make the most of it. Year1's and Year2's – just have an awesome summer, be it an interesting internship or unforgettable beach parties!

See you next year,

Have a nice journey over the pages of our graduation issue,

Insiderly yours,

Olja, Irena, Viktoria, Tanya

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MORTEN'S COLUMN

AND FINALLY, GRADUATION...



Needless to say, the day of graduation is a great day for those who graduate and for their families and friends. It is also a great day for me and for many reasons. It is not an exam so a) I don't have to grade any exams and b) thus won't have to fail anyone – everyone passes and even with smiles!

After the event it is time for flowers and I am still stunned by how many units that involves – a major difference in terms of preferences between here and my own country. It is also photo time and some even want their photo taken with me! Lo and behold! And it is actually that time of the graduation day that I appreciate the most – just walking around, looking at the many graduates and their families and wondering a little bit about that it is less than three years since I saw them the first time. I don't get sentimental but it feels good to think about that oneself has a small part in all this.

And thus to congratulate myself I usually come to the conclusion that I deserve a cold beer!

My warmest, biggest and most sincere congratulations to all graduates of 2012!

SA LETTER

Dear all,

The summer is finally here! Since the last issue of Insider, a lot has happened. In mid-May, the Student Association had a trip to Stockholm where we met the current board of the SSE student association and some people from the faculty. You can read more about our trip from this Insider issue. Right now, preparations are made for the graduation to make it really memorable. Also, the first Speak Up Day will be held next week. All the students have the opportunity to give their feedback to SA/ faculty. Both compliments and constructive criticism are welcome! Just follow us on Facebook. Inside this Insider issue you can also read about what SA has done/is doing; we have included our half-year report.

Hope to see all of you on the 8th of May,
The Students Association





Buenos días!

The Museum Nights event on May 19th has met great success – over 1500 people came to SSER to enjoy our attractions. As always after the event, Y1s have taken over the Je-Joue organization and are already planning next year's event (as well as some additional things).

Good luck to them and be sure to come next year!



Dear all,

Even though we are still full of memories from Peak Time 2012, it is time to start looking forward to the next year. Therefore, we are glad to introduce you to the new organizing team of Peak Time 2013: Andrius Ciapas, Ieva Grigalune, Ieva Skrivere, Evelina Saurusevičiūtė, Darya Skakouskaya and Nana Rostobaia. Best of luck to them! And happy summer for all of you!

Yours,
Peak Time 2012 organizers

From now on for any news about Peak Time you can contact Ieva Grigalune - she is the new media person.

Cheers,
Aiste



Dear students,

There are yet only a few weeks left until the end of this academic year and so the end of the current iFund board is approaching. What we can say is that this year has been immensely successful for the organization in a wide array of aspects:

- A 4-year record in the amount of sponsorships raised was achieved
 - The Investment Fund has finally turned to its direct functions this year as it has obtained its own portfolio this year sponsored by Orion Securities
 - The organization managed to establish long-term relations with several partners, especially concerning the portfolio
 - This year's Investment Game celebrated its 15th anniversary with a refreshed look and elevated activity comparing to previous years
 - Currently, a grand conference with SEB Wealth Management is being organized, which is said to gather a multitude of finance and economics professionals to talk on the future of asset diversification and portfolio management
- We would like to thank everybody (associates, supervisors, market overviews, and all other people who were directly or indirectly involved in the organisation) Currently, the new board elections have been launched, and on a special even on the 16th of June we will be able to get to know 5 highly-motivated and talented individuals who will take over the organizations and hopefully will guide it into even brighter future.

Yours Financially,
Investment Fund board '11-'12



Dear everyone,

The organizing team of the third Baltic Economic Forum for Students is ready to create history and make the event respected in the Baltics. Currently the team is in the process of developing the topic of the event so any suggestions are welcomed. BEFS is here to incentivize students to make a change!

Best wishes,
BEFS organizing team



Ladies and gentlemen,

The whole May we were in anticipation of upcoming Debate Academy, working hard on attracting participants and sponsors, and, finally, it happened. After 3 sleepless nights and days full of new people and valuable knowledge, we are proud to announce that it finished and it was brilliant! June promises to be more reluctant and DS is going to renovate the tradition of holding couple of long forgotten theme parties, where we will have a great time together with old and new debaters!

Cheers,
DS



Hello Dear Mates,

JPT elected its new board: Tadas Stankevičius, Alina Staruka, Iuliia Zheldak, Tautrimas Lengvigas and Miks Bremmanis; and we are ready to go!

This year as the main channel of promotion we decided to attract teachers of Economics to spread the word about the event and for now we are gathering the database. Also, we have already started making the proposal to our partners, as we want to make it bright like the event itself and irresistible for the sponsors, so we could organize the mind-blowing event.

Best regards,
Yours Junior Peak Timers



SSE Riga Choir

Your last chance to hear SSER choir this academic year (and not only them singing...) - Graduation! They say that there will be also a small follow-up session afterwards in SSER yard. But Y1s and Y2s should not worry - we will be performing on Academic Year Opening ceremony as well. See you all soon and have a great holiday with sunny songs!;)

P.S.: you are more than welcome to attend Rīgas svētki on August 19 in Mežapark stage! We will be there singing too - and you?:)

SA 2012/2013 HALF-YEAR REPORT



WHAT WE HAVE DONE:

-New projects:

- Maintaining high level relationship with two new Student Association's partners – SMScredit and Tymbark
- Establishing partnership with Samsung
- Introducing a new concept of 'Speak Up day' for better communication between students and administration
- Establishing new management system of departments for cost consolidation and easier communication between organizations
- Reframing Master Studies Project and integrating it in Alumni network
- First steps towards protection of Student Association's Events names and concepts
- Retrieving of the long-lost Student Association's registration certificate
- Redesigning and improving the Student Association's General Proposal
- Development of SSE Riga mobile phone application
- Sustaining Student Association's visual identity in organizations' contracts and videos
- New guidelines for accounting system and management
- Consolidation of other expenses such as IT, printing etc.
- Creating long term approach for food company partnerships
- Shifting Student Associations website to word-press code for faster information flow
- New social media and network policy for SSE Riga students

-New traditions:

- Joint events and theme parties with students from Riga Graduate School of Law and RGSL Student Association
- Participation in green environment competition 'Zaļā Punkta Kauss'
- Established new position of Cooperation Council's moderator
- Extension of participants list in Cooperation Council meeting – from organizing teams to organizing teams and associates

-Things we continue to do great:

- Winter symposium and Paintball Tournament
- Supporting Baltic Economic Forum for Students, Days of Opportunities, Peak Time, Debate Society and other events made by SSE Riga students
- Tradition of shots after Finance
- Participation in Latvian Student Union congress 2012
- Cooperating with administration and adding first contacts to the Mira database
- Timeline projects development and data gathering

-Board/Business/ Representing meetings:

- 6 full SA Board meetings
- SA presentation to administration and staff
- Meeting with newly elected Alumni Association's Board
- Meeting with Riga Graduate School of Law Student Association
- 3 meeting with Student Associations mentors
- Alumni Association General meeting
- 2 Cooperation Council meetings
- 3 Advisory Board meetings
- Meeting with SSE SA

-Experience exchange trip to Stockholm:

In Stockholm we visited Stockholm School of Economics premises in Stockholm and their Retail Management degree premises in Norrtälje. We had lunch and a strategic meeting with Stockholm School of Economics Student Association.

Besides meeting students, we manage to meet 4 administration representatives – Anne von Bergen, Kristina Olsson, Cecilia Hoft and Anders Rydin (for more insights look for an article in the next pages). Consensus of SSE Riga SA and SSE SA meeting:

- 1) Both schools will open their media channels and portals for event promotion and to students who are interested in other school;
- 2) Common aim of annual trips for next Student Associations was set as necessity;
- 3) A Memorandum of Understanding will be signed for future cooperation between both Student Associations.

-Parties:

- Valentine Party joint with RGSL Student Association
- Takeover Party
- Baltic Economic Forum for Students party
- Peak Time Party
- Days of Opportunities Party
- Graduation Party

PLANS FOR SUMMER:

- Renewing Student Association's partner and sponsor contracts
- Update of SA articles
- Newcomers Guide
- Newcomers Camp
- Merchandise line
- Financial strategy for next half year, changing sponsorship approach
- Launching Mira database
- Launching Master Study Project database in Alumni network

SA AND ITS USEFUL CONNECTIONS

Time: 17:00

The SA leaves for Stockholm to lubricate the bond between the two schools and their student associations.

Leaving the boat on Monday morning we arrive in Stockholm and after taking care of our luggage we meet our colleagues for lunch. Afterwards, Truls, Carl, Madeleine, Malin, Franz, Erik, Isabel, Janina are nice enough to give a tour of their school. They are all 2nd year students, the President, Vice-president, Business and Education chairpersons are full-time SA, working and taking a year-off studies. Not surprisingly, SSE is in a



very nice building and although it is quite bigger, it bears a lot of resemblance to our school. The premises there are also a merger of heritage and modern architecture. From the entrance you are taken into a huge common area, the major part of it being a cafeteria, where much like in Riga eating activities are overtaken by studying. Each committee of the Stockholm SA has their own rooms, situated in two buildings. Not that we are jealous or anything... (Especially

Egidijus, after he has seen the two fully equipped party halls/bars).

During the next days we go on to meet administration members like Anne von Bergen and even shake hands with the President of SSE in the street. We also took the time to travel away from Stockholm to see the SSE School oriented on retail management. There aren't many schools in the world that work on a concept that they do, as the school is built by Sweden's biggest retailers (you know, H&M and such) and the courses there are built around these companies. It has the feeling of SSER and it's

even smaller, having 180 students at one time, impressively, to get there you must be better than approximately 19 other candidates. Big thanks to Cecilia Hoft for arranging a nice welcome for us. 3 days spent in Stockholm leave a trace of mild sadness, using up last moments

we rush in the queue to board our ship minutes before closing.

An award for the most interesting conversation of the trip goes to the meeting with Anders Börje Rydin, one of the influential people behind SSE, among many honours he is the Chairman of the Board of SSE Riga foundation and the newly established Centre for Sustainable Business in Riga. Lucky for us, he was also going to Riga by ferry, so Kristaps arranged an improvised meeting.

But let's go back to the start, why do we have this tradition in the first place?

It's all connected with being two separate schools that can benefit from each other's student networks and activities. Now the problem we face each year is the change of people, making



it hard to sustain a connection between SSE and SSER's SA's and organizations. That's the first link to be plugged in order for the two communities to befriend each other.

A written mutual agreement between the two sides to cooperate year by year is close, as we are now greeting our new friends during graduation time in Riga.

(Further details might or might not be found in Gossip section)

Big cheers for no one falling overboard way front and back,



Gediminas

When entering Bill's office (who is, by the way, our new marketing lecturer) I noticed a pile of exams to be checked. He laughed that it was his turn to work after a nice time spent in Riga. The talk with him was light and cheerful, he shared that apart from teaching he managed to try Latvian made sushi, got lost in the woods on his way from Sigulda to Riga, and in the end also answered a few questions from us. Here they go:

What is your academic background?

Well, I am originally from Kobe (sister city of Riga). I was raised there and then I left Japan to the USA. I went to Marquette University in Wisconsin, where I obtained my Bachelor degree in history and a Master degree in business administration.

Afterwards, I went to the Graduate School of Arizona to study financial management.

Now I am completing my PhD in Paris.

I have spent 30 years working in advertising business. I started my career in New York City, then I moved to Switzerland to work for SWATCH. However, I migrated back to the US, to Chicago, when I got a job in Motorola.

Why have you come to Europe?

Family considerations. It was necessary to bring my family back to Europe because my wife is actually French; and I also wanted to give my son a feel of European life because he has lived only in the States and Japan.

You have worked on three continents: Europe, Asia and America. Can you find a difference between business cultures?

There are fundamental differences: for example, in Japan everything is group oriented, the entire society is structured on the group and the main principle of

"THE MIND SET OF STUDENTS AT SSE IS PRACTICAL... THEY HAVE A APPROACH EVEN TO THEORETICAL THINGS"

decision making is reaching a consensus. Whereas in the US and in Europe thinking is more individualistic. We have different types of consumer behaviour, therefore, we have totally different social and economic structures, which is still very noticeable today even despite globalisation.

The quality model which was adapted by the Japanese is based on a model brought from the USA. That is why Japan is successful at producing good products at a good

price. Employees are extremely dedicated, they work for very-very long hours and very hard. Japan is still a role-model in terms of quality of products. Even though it is in the Far East, it has proven to be a force to direct the world. It is modern, intense and talented.

However, now it is going through a very difficult time. I have been there recently, and the devastation done by natural and unnatural disasters is really beyond imagination. But people have pulled together and they just repeat to themselves that they need to survive. Japan has always been the story of survival. And this is so evident today.

At Bill's!



That is how Bill rolls!

You were keen on the idea to open your own sushi restaurant in Riga. What would be your marketing strategy?

There is something called stand up sushi in Japan. Sushi generally is expensive, even in Japan, so they came up with a very clever idea to eat sushi standing up. It means that you do not have to pay a salary to a waitress, so you cut costs. It gives a chance to offer good quality sushi at a very reasonable price. Would not that be an interesting thing to do here, something really advanced?..

What are Japanese stereotypes about Americans, American about Europeans and so on?

Some years ago, the old generations in Japan thought that Americans are big babies, but I guess it is changing because of globalization. There are fewer stereotypes today I believe. However, there is still a big gap and people find it

Europe, America and the Far East, and I got convinced that you start to discover some small but striking differences and misunderstandings only when you live there. There is still a lot of work to be done for the cultures to truly understand each other. From a business point of view it means that there is a lot of work to do in terms of intercultural negotiations.

even to theoretical things.

The French, on the contrary, enjoy theory and a lot of abstraction. They have a different sort of mindset, which I found not to exist here.

The positive aspect that I have noticed is that school's management and students are in very good relationships. It is very obvious for anyone who comes in from the outside that everything is well-organized. I am happy that I have been here and I hope to be invited back next year.

Brands you like:

Sony (it is a matter of habit - when I was young I guess I was brainwashed, so Sony means good quality for me)

Brands you dislike: none

Most expensive brand bought: Harley Davidson - I have liked motorcycles since I was a teenager. Maybe, it speaks about the fact that I am still loyal to some brands.

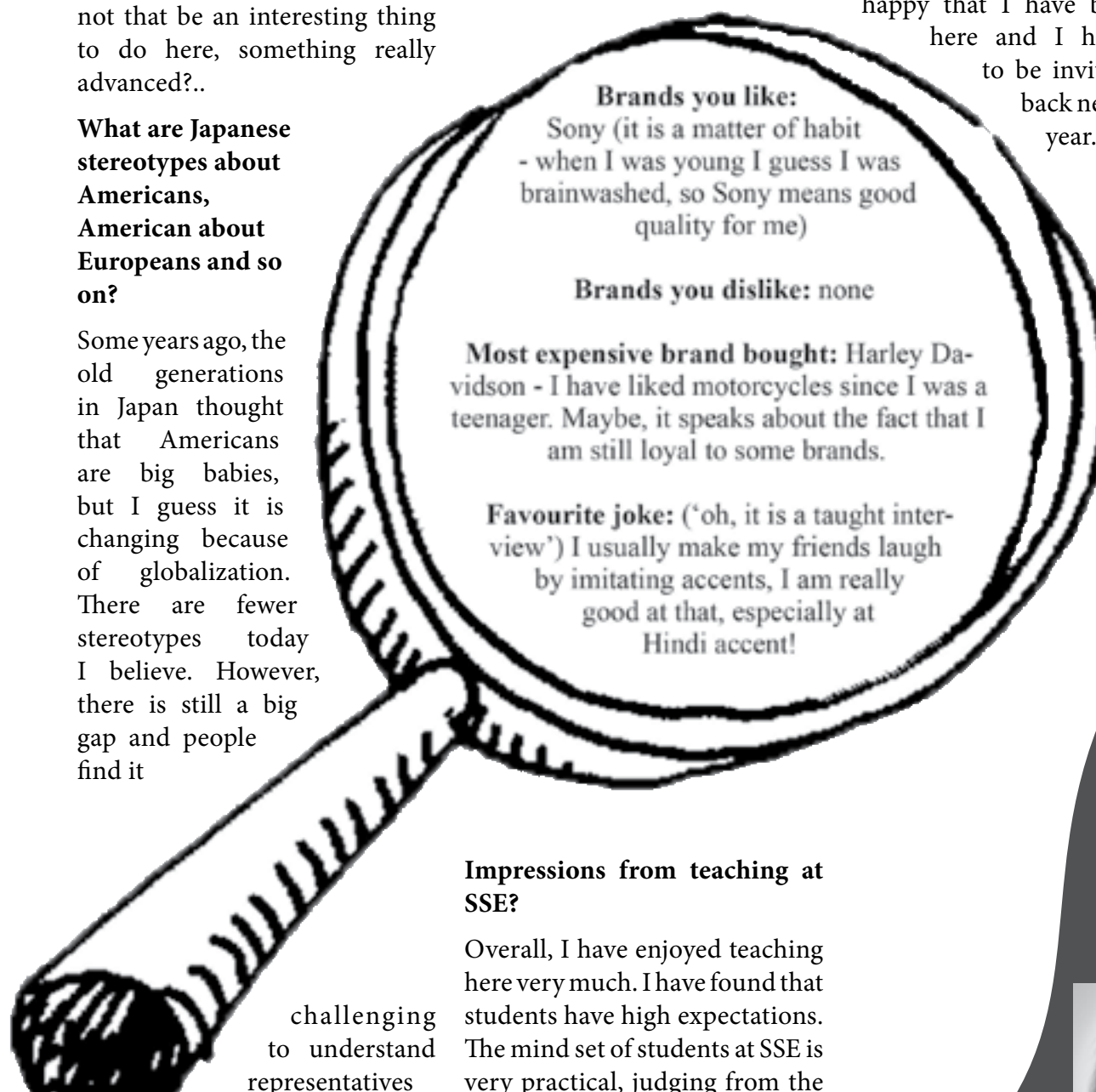
Favourite joke: ('oh, it is a taught interview') I usually make my friends laugh by imitating accents, I am really good at that, especially at Hindi accent!

Impressions from teaching at SSE?

Overall, I have enjoyed teaching here very much. I have found that students have high expectations. The mind set of students at SSE is very practical, judging from the type of questions in the class I could sense that there is a desire to take a practical approach

challenging to understand representatives of other

mentalities, especially those from the Far East. I've had a privilege of living in three areas,



Irena

DEBATE ACADEMY 2012 TRADITION BEGINS NOW!

Sometimes spontaneous decisions are the ones which bring the best fruits, and SSE Riga & LMT Debate Academy proved to be the case: in the middle of April the idea was still in the air, and the whole way from an intention to a 3-days event was made within a month. The Academy gathered participants from 6 countries, welcomed distinguished judges and, of course, debaters from SSE Riga who have already graduated, but still never miss the opportunity to participate and help with debate events organized by current students.

Honorable guests

The level of any debate event is determined by the level of judges who should serve as an example of high quality and mastery debaters. Therefore, in spite of the fact that the Debate Academy was mainly held for beginners and the main purpose of it was to develop participants' debating skills and technique through organized workshops held by more experienced debaters, the organizers never were careless

about the quality of the main adjudicator team and strived to attract the highest level debaters from all over Europe. The results turned out to be impressive: three main judges were Harish Natarajan (among plenty of other achievements he was European Universities Debating Championship 2010 and 2011 finalist, World Universities Debating Championship semi-



"DEBATE ACADEMY WAS HELD FOR BEGINNERS TO DEVELOP DEBATING SKILLS THROUGH WORKSHOPS HELD BY EXPERIENCED DEBATERS"

finalist, and winner of 11 different tournaments), Jeroen Heun (one of the most successful Dutch debaters, EUDC 2010 and 2011 finalist, Chief adjudicator of many European tournaments), and an old friend of SSE Riga & LMT Debate Society Mihhail Jevdokimov from Estonia (twice the Baltic Debate champion, finalist of Oxford IV and the ESL winner of Manchester IV 2012).



Workshops

For Friday, May 25th, and the day after, five workshops about different debatable issues were scheduled. The team of trainers gave workshops for debaters of different levels so that everybody could choose the room for himself. The workshops covered multiple topics such as international relations, feminist movements, LGBT community rights and many more. And, as the area to implement newly-obtained skills, the small tournament was organized.

The tournament

Our school's Debate Society was represented by 4 full teams (Tadas Stankevicius & Edgaras Marcinkus, Susanna Paevali & Gediminas Uzkuraitis, Vladimirs Zlotnikovs & Didzis Dubovskis and Marija Odineca & Nerijus Ruginis), 2 "iron men" – Stanislavs Filatovs and Rokas Narkus who bravely agreed to defend the honor of two

people on behalf of one, and Viktoria Pilinko, who was in a team with one guest from Belarus.

After the intensive 5-round competition (during which motions devoted to single sex schools, the problem whether democratic countries should participate in sports events organized by countries where human rights

abuses take place, whether policemen who committed a crime should be punished more severely than civilians, whether therapies that claim to cure homosexuality should be banned, and whether there is a justification of the policy when women pay lower tax rates than men), and hard work of our tab-guru Martin Kuusmaa the finalists were announced.

However surprising it might sound, five, not four, teams broke: Viktoryia Pilinko & Ivan Velentey (mc2), Alexander Philipp Ebner & Salman Khabireh (Erasmus A), Stanislavs Filatovs (SSER&LMT E), Rokas Narkus (SSER&LMT F), for the finals we merged 'iron-men' in one team, and Nikita Pusnakovs & Natalia Shipshiley (Climate porn). The motion of the final was the following: This House Believes That NATO member states should not sell weapons to non-NATO member states.

After emotional speeches of both proposition and opposition, the final round judges, Jeroen Heun, Mihhail Jevdokimov, Reinholds Pirags, Arvydas Ziobakas and

Roberts Bernans, gave the 1st place to the 2nd opposition, namely the team mc2 represented by Viktoryia Pilinko and Ivan



Velentey. The title of the best speaker of the tournament was obtained by Alexander Philipp Ebner, our guest from Erasmus University of the Netherlands. Congratulations, guys!

...and unofficial part

So much energy for three days of

learning and debating cannot be taken from nowhere. Therefore, the organizers took care that guests would have unforgettable nights out. After every day of the Academy, pub tours in Old Riga (with some nice surprises such as discounts in the most popular bars among debaters) were organized. Guests were socializing and having fun, and despite sleepless nights, were ready to work hard on the day after.

All in all, Debate Society hopes that the tradition will continue, that besides our already very well-known Practice Tournament and SSE Riga & LMT IV, we will have something for those who are at the beginning of their debating path, but strive to get on the top.

P.S. They say that the Debate Academy would have never happened without two girls who were working especially hard and restless in order to make those three days really legendary for everyone: Lauma Vernere & Ieva Skrivers, very well done!

Hear, hear!

The event would not be possible without our generous sponsors:



Darya

CONNECT WITH THEIR HEARTS



Dear friends, another year has gone by and SSE Riga Charity Club (CC) once again meets with the cute and cuddly family from the orphanage “Zīlūks”.

For those who do not know the kind-hearted souls in “Zīlūks”, one should explain that it is an orphanage in Madona’s district, and currently Charity Club has approximately 10 years long cooperation with them. However, this “cooperation” is more like friendship.

Once a year SSE Riga students would bring the residents of “Zīlūks” to Riga and organize a wonderful and exciting day in the capital city, which is full of surprises. In previous years this was done around Christmas time as a nice present; however, lately the event has moved to the spring time when the weather is warmer and the mood is lifted by the green grass and spring-flowers.

Charity Club also tries to travel in other direction and visit our friends at their home, where we play fun games, enjoy peaceful

walks in the nearest woods, and try to create even a closer bond with our accustomed friends as well as the new inhabitants of this family.

The latest event, however, happened in Riga on 26th of May, when Charity Club brought 18 children and 2 of their tutors to Riga for the annual meeting. This year was special due to

the great amount of little, cuddly, lovely children under age of 10. Usually CC receives only couple of those honeys, but in this year’s visit 7 of them came. Here they are sending warm greetings to



their most loved person - Anita, who spend almost the whole day carrying around at least 3 of them at all times.

The day began at a shopping mall Spice where they met their greeter and the main event coordinator - Linda. While

waiting for 5D cinema, the highly praised attraction was the playing ground at Spice’s parking lot. Although 5D cinema sounds exciting and with all the chair movements one could feel more like in a rollercoaster, for the smallest children it was too scary and they missed some parts of the exciting movie about dinosaurs. However, this was later generously reimbursed at McDonalds.

For some of the kids it was the first time at this fast food restaurant. And Charity Club would like to express the deepest



gratitude for the management who arranged free meals for 25 people in 24 hours. After all the toys from children sets were distributed to their rightful owners, the organizers and the tutors could happily watch over

the fortunate eaters who dismembered cheeseburgers in parts (common, cheeseburger must taste better when all the parts are eaten separately, try it).

Afterwards all the participants moved to GoPlanet where the oldest children and some of the organizers could enjoy a couple of rounds of laser-tag, while the smallest members were let loose in the “children’s world”, where they could run around the rainbow city and meet some characters from the “Ice age”



movie. The ultimate winner in the laser-tag turned out to be our own Linda, while the second place was taken by Arturs from "Zīlūks" team.

When everybody was exhausted, another round of cinema was ahead, this time in 4D about an adventure of a small tropical fish. This film was much calmer and nicer, and even the smallest of the group stayed to watch the excitement till the end.

From here we must move to the coast of Daugava, where a ferryboat named "Misisipi" took all the participants to an unforgettable ride along the river. On the ferry all the hungry sufferers could satisfy the need for food while consuming delicious pizza.

Once again Charity Club must send the regards towards the owners and the captain of the ferryboat that were very nice to us, and if someone needs a great place to party & wants to do it in a little bit of unusual and exclusive style, we would definitely suggest this option. It would also be fanciful for romantic dates, banquets, corporate events, etc. The details one can find at the end of the article.

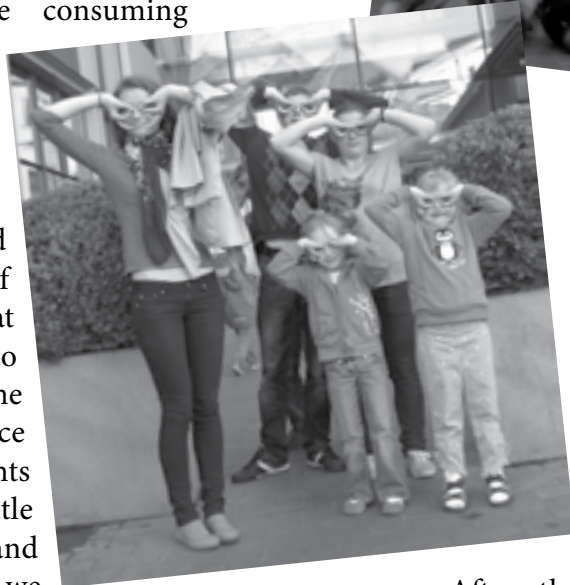
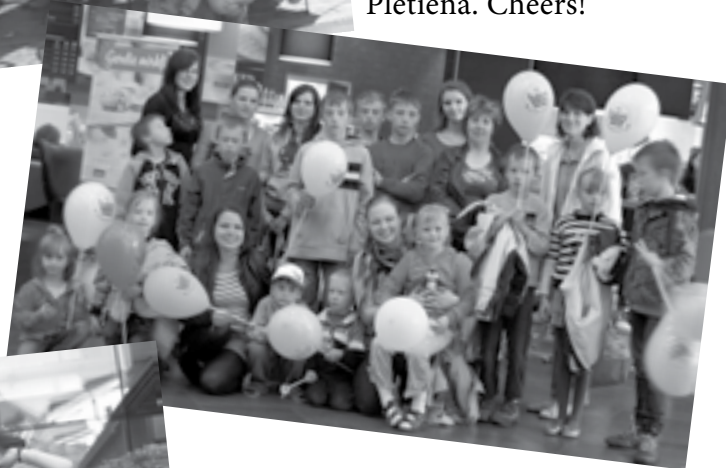
The dynamic part of the day was

completed with an interactive relay race around the Old Riga, where the participants were asked to find 10 previously marked, well-known places and take interesting and attractive pictures in each of them.

exhausting experience.

After a good, nourishing meal Charity Club said goodbye to the friends and sent them on a good 2-3 hours' drive back home with the loyal bus driver at the wheel who was patiently driving us around for the whole day.

Thanks for all of the little helpers who aided in the creation of this wonderful day, and if someone wants to find new friends from "Zīlūks" or is in any other way interested in the participation in Charity Club, please contact Linda Plētiena. Cheers!



Contacts for the ferryboat:

www.pasazierukugis.lv, or Linda Geistarde-+371 20348239

Ferryboat "Misisipi": more for adults; a ride on the top floor viewing panorama of Riga, or a nice cocktail and/or tee downstairs at a bar.

Ferryboat "Liepāja": more for children; a pirate themed ride with special programme of games, questionnaires and treasure hunt.

After that the final touch was dinner at "Lido" relaxation centre. If you have not tried to buy dinner for 26 people at a self-serving restaurant, please, DO NOT; at least we do not suggest two people doing it on their own. It is a funny, but



Laura



GOSSIPS

*WARNING. THIS PAGE CONTAINS MATERIAL WHICH SOME READERS MAY FIND OFFENSIVE. THE INSIDER TEAM DOES NOT TAKE RESPONSIBILITY OF THE CONTENT APPEARING HERE AND THE ACTIONS THAT MIGHT HAPPEN BETWEEN INDIVIDUALS AFTER READING THE GOSSIP PAGE. IF YOU FEEL THAT YOU COULD BE OFFENDED IN ANY WAY, SKIP THIS PAGE. AND REMEMBER, THIS IS JUST FOR FUN ;)

They say that Meelis doesn't know guys with a sixpack.

They say that Andrius (Y1) was crying after Anastasija (Y1) found a new boyfriend.

They say that Alina Staruk gets naughty during parties.

They say that Marta (Y1) is Kominē.

They say Linda Linda po manim Palinda.

They say that blond Estonian guys, especially in Y1, are unnaturally friendly with Georgian RGSL girls, even like to take long walks and talks.

They say that German Lapsa is anti-womanizer.

They say that Nana has bought an iPod Nano (3rd generation, mint condition, damaged screen).

They say that Marija Odineca's second name is Serioga.

They say that Margarita Cernova claims that underwear is for sluts.

They say that Tadas Stankevičius is a feminist.

I wonder if there is any chance poker can be properly organized at least once so that we won't have to receive a dozen emails every time...

They say that Juozas Jogaila likes to anonymously express his feelings through the gossip page.

They say that Ott Oja i kampa prikakoja.

They say that some girls think Gediminas isn't cool enough to bear a proud name of a hipster... no long hair, sandals, bell-bottom jeans, peace signs on clothing... ;)

They say that Artur (without s) (Y1) likes when there's some "flesh" on bones, when there's "something" to grab on.

They say Irina N. is soooo....Daugavpils.

They say it is more likely that Zlobins will get an internship in Goldman Sachs than Andrejs Z will find himself a girlfriend.

They say Philippe has no idea what a clock is and how does it function.

They say that Aliaksei (Y1) should stop drinking alcohol, because there are some legends among SSE Rigans about his adventures being drunk. Hard drinking is not what usually admires girls.

They say that being without boyfriend Aura S. (Y1) started to drink too much alcohol.

They say that Aleksandrs G. (Y1) speaks too much, but does nothing.

They say Lauma Vernere has no problems with giving.

They say no one really likes Andrej Z. (Y2).

They say there should be the new nomination "The most annoying person". Andrejs Zavartjajevs (Y2) has absolutely no competitors for that.

They say there is a new plugin central in Y2...

They are wondering why the f**k Jelena Cistjak is late to every single lecture. It's kinda annoying.

They say that Tata has gone crazy recently and started dating rather strange guys.

They say that Minerva Mc. Gonagoll have visited SSE Riga to teach Consumer Behaviour.

They say that there will be no Penthouse next year.

They say that Laima (Y1) has quite powerful liver.

They say that Dairis Zarins every evening jumps on both feet around Vermanes garden and sings the Florida's song "Blow my whistle".

They say that there is one Year 2 who some Lithuanians find very difficult to understand...

They say that love spreads like a virus at SSE.

They say that Lynna Papernaya doesn't know how to greet people.

They say that Daina (Y2) never lacks creativity to write gossips, but she cannot write a decent report even with the help of Wikipedia.

Huge thanks to Anete's G boyfriend for active writing of her schoolworks! Without you, there would be no graduation, man!

They say that Jakelis and Jonas Y1 are secretaries and ask their employers to speak slowly, because they do not understand their fancy English words that they use.

They say that no eRepublik and no beer would make ZygisLTU Y1 go crazy.

They say that despite his high level of fails, Reinis (Y1) pretends to be a smartass.

They say most of Year 1s are just a bunch of nerds, the marketing course was a true challenge! No imagination, babies?

They say Gediminas U. has been arbitrarily consented.

They say Anita's (Y1) middle-name is "DELAY".

They say party for everybody.

They say that the weather is life FE exam. You never know what to expect from it.

They say that there is an anti-Zavertjajev club.

They say if you don't have your personal life it doesn't mean you need to write bullshit in gossips.

They say that the dormitory is like nursing home.

They say better not live in Lithuania.

They say school should employ some more qualified stuff.

They say it is gonna be an AWESOME summer.

They say Hanna Mantana.

They say it is not marks that shape your future.

They say it is time to drink a lot and not to give a f**k about studies.

They say Nastya Matvejeva should not be sad. Kirilo will be back.

They say I love RIGA....but only in good weather.

They say VODKA, VODKA and some more VODKA tonight.

They say HRM is the most boring course.

They say: Pay it forward.

They say Non-EU are hungry for their residence permit.

They say Jelena S. (Y2) is an excellent cooker.

They say Marta wants to become a member of DOO.. It looks like she wants to become a boss doing nothing.

They say Aliaksey has too skinny jeans!

Tadas M. (Y1), next time be careful - it could be a jailbait!



They say Nikita (Y2) found an internship in the Police.



SAYING GOOD-BYE TO YEAR 3'S

The main heroes of the graduation issue are, of course, already former Year 3's. The next 4 pages are devoted entirely to them, because even though they leave, they and their stories will remain in the history book of SSE Riga. And also in our hearts... Do not forget to come back to your alma mater, we all will miss you!

Describe yourself in one sentence.

How would you describe your study time?

Tell a story related to yourself and SSE, which has influenced your life most.

Wish something / give wise advice to next Y1 generation

Inga Jerzjukova

"SSE Riga is my second home, was yesterday, is today and will be tomorrow"

"Being a person that is always at school, sitting in the lobby, studying, spending all my free time there, I have a lot to tell about- about everyday life, parties, studies and much more. However, the most important memory that shaped all my ideas on what is SSE all about is the first project I ever participated in."

"My team and me decided to organize a charity concert to collect some money for the disabled people's house. We contacted groups, sponsors, just random people, who could possibly know how to help us. We used the badges as the entrance tickets, which, by the way, were done by Tomas Zuoza (laughing). All the performers were very good, but I remember the last one most of all, because all Lithuanians who came to our concert started to dance with this group and afterwards asked where they could listen to such music elsewhere in Riga. The concert went very well. In total, we got advertising for more than 2000Ls (huge thanks for that draugiem.lv), different promotional sponsorship products (for around 250 Ls) and got profit of 150 Ls. Our show was seen by more than 150 people and we invested our forces in SSE Riga brand. as it showed our school to be caring and inviting, and also cool because some of the bands were spectacular and we could not believe that we got them participating. When we came to give our money, these people were having a music lesson and they played for us during their own small concert. It was very cute!"

"From my experience I can say that It is very important to follow all the rules and play a fair game knowing the consequences of your actions. It is really important not to leave everything for the last minute as it disturbs the education value you get from studying. Also, the most important thing is to always remember and not be afraid to ask - SSE Riga is all about networks and people around you will help if you ask for it. This is what I can suggest to year 1."





Reinholds Pirags

"I highly value curiosity, integrity and working hard to answer difficult questions."

"The story... Well, it was a public debate in Oxford debating tournament during my first year of studies. I saw students in their early twenties who were so much more intelligent than me or the people who I knew (yes, also SSE Riga). It gave me a good perspective of how little I understand and can explain. Probably choosing to join Debate Society has had the biggest impact on my personal development during SSE. Debates have forced me to try and answer questions that I wouldn't have asked myself."

"One of the things I have understood is that there are no simple answers to most questions and people who pretend to have them actually don't. I hope SSE will give you a better understanding of how to answer difficult questions and come up with awesome solutions."

Kamilė Jociūtė

"A girl who never refuses to help."

"During my studies I have never been the best, and it was the result of helping everyone all the time. I never wanted to compete with anybody, but as long as my dream was to go on exchange, I needed to work hard. Everything is possible if you are really willing for it to come true!"

"I have always been really good at doing a lot of things at once: the hardest part was to combine work in the Insider and in the SA at the same time. Work in the SA took a lot of effort, but the sacrifices were worth it. I remember that I was very passionate about the yearbook and was supposed to start the work as early as possible, but something as usually happened and I was forced to do everything in the last week. It wasn't good at all. I spent that week sitting at one place (really at one!) from 8 till school closes down, and just writing and typing. It was great luck when the guard was falling asleep and I had additional half an hour to write."

"I would like to wish the next Y1's to use your opportunities and never regret what has already happened. No one is going to tell you how to do it and even if he does, you should never listen to him!"





Rokas Narkus

"I'm a twisted-minded person, whose activities range from verbally analyzing global issues in debates to conquering Europe in computer games."

"It's interesting how theory meets practice. For instance opportunity cost concept. You kind of know that by going out drinking today you're missing out of all other possible alternatives. But the loss isn't tangible because you do not frame your mind in that way. Secondly, you can only compare alternatives if you experienced them both. I had this "Why the hell I'm studying here" moment in Year1. I actually enrolled for a month in another university in Lithuania just to check out what my real alternatives were. I must say that I had much fun there but the reason why I had fun was that I had a different mindset. So you don't need to be a guru to see where the story is leading."

"This is a direct follow-up from the above mentioned story. Firstly, that text-book theory is rather precise but in reality is vague (utility? Yeah right ;)), so if you think that concepts are sometimes rather obscure it's fine. Secondly, learn to analyze your own problems, once identified give your best shot to solve them, don't give a damn about the rest (feeling bad about things doesn't make you feel good, see the logic, m? ;)). Lastly, experience as much alternatives as possible, it will either make you directly better or force you to appreciate current things."



Vladimirs Zlotnikovs

"Size matters not... Look at me." (c) Master Yoda

"It's hard to pick only one story, but my 18th birthday was probably the most awesome SSE Riga experience. That's when I've really understood that people I've met here are such an invaluable part of my life."

"No matter what you do at SSE Riga and afterwards, make sure you enjoy it."





Ave Habakuk

The ultra-active Estonian girl ran out of time while trying to figure herself out - what we can disclose, though, is that her smile was the main asset on Business Reactor Balance Sheet.

"There is no one single story to explain the influence, but one of the greatest takeaways is the power of perception. In many of the projects that I have participated in at SSE Riga I have had the pleasure of discovering something new, which has been worth sharing with others. It is important not to stop at the discovery, but also to go the extra mile and make the discovery accessible to others. Well executed visual communication makes wonders!"

"Take as much as you can from what awaits you, but always remember to say thank you."

Stanislav Filatov

"I am a guy who ate the most of food during the banquets at SSER."

"I would describe the study time as short. You just start a course and it ends (almost instantly), the same with the study years. Now what is left in my memories are some parts of formula derivations, abstracts of academic (and not very academic) papers and a couple of overnights in comps labs. Well, and people - yes, all those different people, some of whom you know better than your siblings by now. And yes, the one thing that clearly found a place in my mind is Debates- they made my stay here."

"The most interesting story that happened with me was the TRIP. After my year 1 during the summer we (with my course mate Karolis) randomly decided to hitch-hike in Europe. We ended up driving 8000 km from Germany to Spain's south and then all the way back to the Baltics."

"Assume that people around you are awesome and they will be awesome."



Masha & Nastya

FAREWELL PAPERS

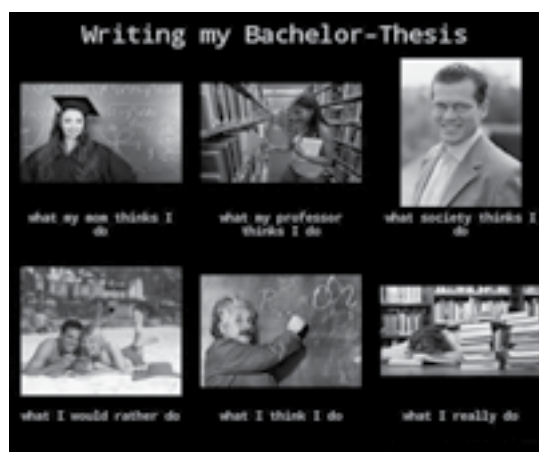
The last effort to conclude studies at SSE Riga concerns writing a bachelor thesis. Finally our Y3s did their best and have completed academic requirements. Unfortunately, most of Y1s did not have a possibility to attend bachelor thesis presentations: both macro exam and report totally absorbed us. But it was observed that the titles of works spoke for themselves and here are some reflections on the contents.

A truly psychological approach should have been applied when devoting the paper to gambling. Indeed, Roberts Ķīlis should be very proud of those guys who spent a large amount of time observing the patterns in gamblers' behaviour, visiting casinos and random spēļu klubs in Ķengarags. Curiously enough, how much of their budget did Jurgis and Mārtiņš spend on their survey? Let's hope that they are not in need of significant leverage; otherwise, the side-effect of writing this sort of thesis would be extremely discouraging. But we should always bear in mind the golden rule: who dares, wins... Another eye-catching title tells about the influence of hand-writing on exam results in SSER. It is well-known that hand-writing shows one's temperament and personality traits. Scholarly researchers state positive correlation between beautiful hand-writing and high grades. Is that the case for SSE Riga? Probably Martins and Hedijs got sick and tired of uploading typewritten texts on the e-learning during

the last three years and this motivated them to raise this problem. However, Imants should remain unaware of their findings (not to worsen our results!).

This year a big bunch of theses addressed the issue of education. Is it reasonable for a business school? Well, let's firstly clarify what is meant by 'reasonable'... Somebody looked at the determinants of students' satisfaction with their universities, others searched for links between financial aiding and academic per-

THIS YEAR A BIG BUNCH OF THESES ADDRESSED THE ISSUE OF EDUCATION. IS IT REASONABLE FOR A BUSINESS SCHOOL?



formance, whereas Edvins and Jegors dug into the issue of 'academic dishonesty' among Latvian students. Without proper operationalization, it's hard to grasp the concept of dishonesty. Maybe it refers to cheating, or bribing, or absenteeism. In any case these phenomena are not applicable to SSE-wise studying process, are they?..

The most creative and open-minded have dedicated themselves and their papers respectively to marketing and branding. Here you can find a thesis with the shortest title, CEO-customer relationships. It would be inter-

esting to discover which target industry Anna picked and how those relationships should look like. Gintaras and Zilvinas examined the importance of privacy online based on Facebook case. The only takeaway that matters is concise: be aware of what you post on social networks!

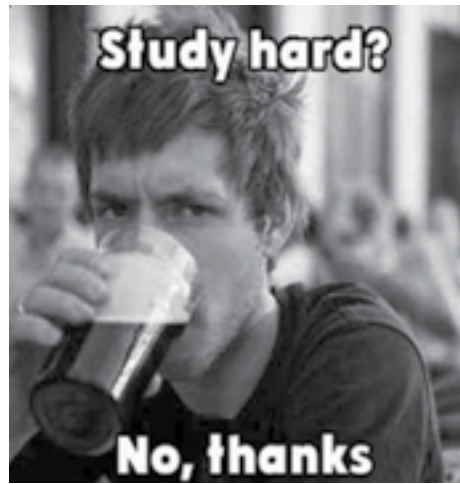
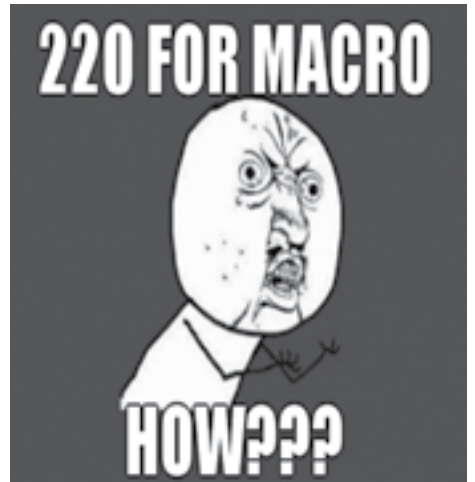
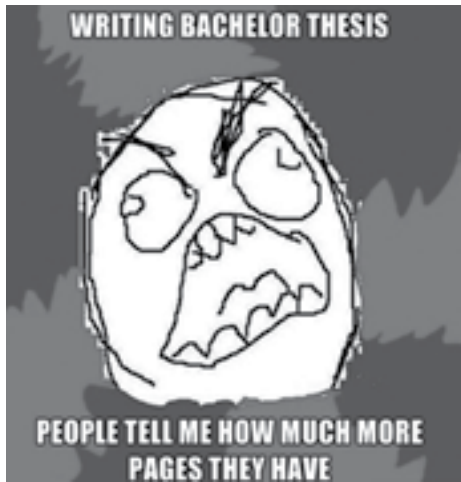
In the field of labour economics there was one title that sounds like a proletarian slogan: Building a velodrome in Riga. It is so simple in formulating but I do believe that it contains useful insights and conclusions.

And now let's move to hard-core stuff. Around a quarter of all papers were related to finance. By a strange coincidence two good friends, Rokas and Stas, had to prepare opposition on one another's papers. It would be worth visiting that session since the topics are appealing, constructive and well-thought. What's more surprising, Jekaterina was challenged to provide her feedback on Vladimir's research. Hopefully that did not spoil their relationships.

This was a quick overview of major BT fields with some examples. Needless to say, the experience of writing such kind of paper is value-adding as well as studies here as a whole. From now on the newly graduated are supposed to choose their paths in lives. I wish to the 2012 promotion all the best. Don't miss your opportunity!



Andrei



Tanya & Aleksey

EXCHANGE STORIES

Gintarė Viselgaitė
Experience at SSE Riga



A lot of people asked me why I chose to come to Latvia as an Erasmus student if I could have gone to some country where one can enjoy pleasant weather and sunny days all year long, and there is no need to study, just enjoy the life and travel around. Well, my answer is that I did not choose the country; I decided to choose the University. I had a wish to study at SSE Riga as regular student but ended up at Vilnius University. However, even after that my want to get here did not vanish so when given a chance I came to SSE Riga.

So what is my impression about this school? I like it here. Yes, you need to study a lot, that's the fact. Compared to my university, I had vacation there. But I like the atmosphere, community – people are friendly and close to each other. This gives a feeling of studying more like at high school than the university with thousands of students and no

chance to get to know each other. I do not regret coming here; it was a new life experience to me. However, I really look forward to come back to my University and have a rest

Anna Bachnetzer

“Thank you all for the great six months at SSE Riga”

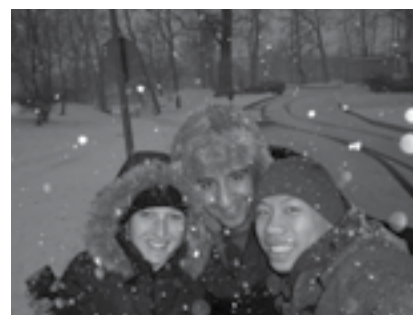
Study hard – party harder.

We really experienced life at SSE Riga: study hard, party harder and, of course, Latvian culture. Regarding the serious part of studying at SSE Riga, we had a chance to get to know each other through different project works, stayed together at school overnights to finish tasks and joined a lot of excellent lectures. We participated in courses where beer was supposed to support our creativity and outcome, which was quite successful and unique in the end. The other part of enjoying the party culture at SSE Riga was also memorable.



At our first party at school, “the Moulin Rouge”, foreign boys got really dizzy from the handsome Latvian girls with their beautiful dresses and the special offer of drinks. The important issue of partying continued for the whole six months. Unforgettable parties at the penthouse after each exam left marks. Nearly broken fingers of guys after clapping each other's ass are a result of it. The Polish students shared their Polish vodka and other Polish traditions in

their apartment and attracted a lot of SEE Riga students to have a great time there. Thanks to a great compadre, the Austrian exchange student has a Shotcafé glass collection at home. The Hong Kong exchange painted the Club Essential red through participating in dancing competitions and getting a victory over professional Latvian dancers. He also entertained us at Chili pica restaurants with stories about special Chinese monkey gourmet dishes. In the beginning our French exchange tried to



attract girls at Rimi by wearing a suit, but then he realized he doesn't need it to get attention of Latvian girls. Guys not only got to know Latvian girls, but also together we managed to explore Latvian countryside. In February we got nearly frozen on the ski lift in Sigulda but in April we enjoyed a barbecue in Jurmala, where the Finnish exchange wanted to swim back to Finland and experienced five degree cold water. Overall, it was a great time and we will remember these amazing six months in Latvia with all of you.



Anna& Gintarė

Explore a destination off the beaten track!

Our exchanges leave, but they are gladly waiting to welcome us in their own countries! Have never thought of spending your summer holidays in exotic and mysterious Georgia? We hope that this article will show you that it is a worthwhile choice!

Georgia is located in the south Caucasus and it is a country full of interesting places which are 'icons' of Georgian culture and traditions.

and breathtaking landscapes. The famous Svanetian towers were built in the 9th-12th centuries, they add specific charm to the region. Those towers are included in a list of UNESCO World Heritage Sites.

4. The most multifarious monument, **Sataplia State Reserve**, will amuse you with its rareness. It contains the most unique and beautiful caves.

Here one can observe footprints of dinosaurs. Due to this fact experts think that Sataplia is the one of the significant monuments in the former Soviet Union and in the world as well.

6. Another adventure is waiting for you in **Shatili**, a historic village combining medieval-to-early modern fortresses and fortified dwellings of stone. The fortress consists of 60 towers which cluster together to create a single chain of fortifications.

7. The cave city of **Vardzia** is a cave monastery dug into the side of the mountain. It was founded in 1185. The monastery was constructed as protection from enemies and consisted of over six thousand apartments in a thirteen story complex.

8. The most famous Georgian ski resort **Gudauri** is located on the southern slopes of the Caucasus mountain range. Upper ski lift is located at 3500 meters above sea level. The place is very good for sightseeing as well.

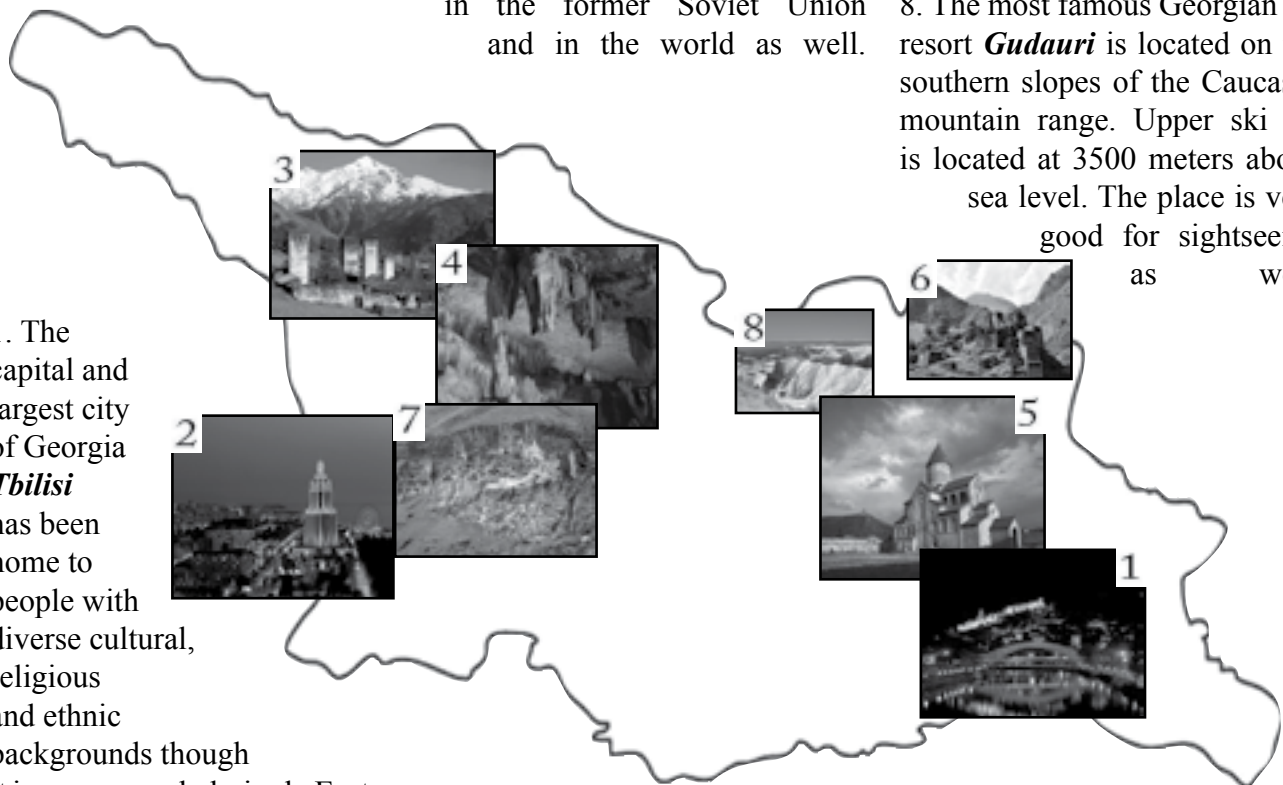
1. The capital and largest city of Georgia **Tbilisi** has been home to people with diverse cultural, religious and ethnic backgrounds though it is now overwhelmingly Eastern Orthodox Christian. The city still holds history in its architecture.

2. A recently reconstructed seaside city of dreams, **Batumi**, is calling you. It offers some nice attractions such as Botanic Garden, State Museum, Aquarium, a number of "never-sleeping" night clubs, dance competitions, a ride on a fairy-boat and so forth.

3. **Svaneti** is surrounded by 3000-5000 meter peaks, it is known for its architectural treasures

5. Diversify your travel by visiting one of the oldest cities in Georgia - **Mtskheta**. The remainders of the town at this location date back to 1000 BC. Svetitskhoveli Cathedral (11th century) in Mtskheta is amongst the most significant monuments of Georgian Christian architecture. It is known as the burial site of Christ's mantle and remains one of the most venerated places of worship these days.

Take a chance and discover the pearl of the Caucasus!



Nodari

Superb Paintball Tournament

When most of you were greeting the first rays of sunshine, coming through the curtains straight to your bed, a group of battle-driven students were already on their way to the field where some kind of colourful fights happen. Not clear enough? I bet it isn't. But this was paintball, already becoming an annual tradition to the students and alumni of SSE Riga.

Careful planning and preparation was undergone to make the event go flawlessly. You could see the drops of sweat coming down on Karolis's face when he was running around to make sure everything would be in the right place on the right time. And who can say he did a bad job? All the participants looked full of energy: the Student Association made sure there would be enough energy drinks and yoghurts to make everybody driven towards successful performance.

After every participant was equipped with high-tech weaponry and camouflaged from head to toe, the games started. The tempo of the tournament was intense so as to make sure that the majority of participants would be on their toes the whole time, ready to rush forward to the field and devour their opponents.

In total fourteen teams tried to prove their capabilities in the battlefield. Every team had a good chance to prove their worthiness in a couple of games, yet only the strongest were chosen to go to the finals. For those who weren't that lucky, the owners of the place were also generous – who wouldn't want to get involved in a paintball death match, where the end of a round is



Final positions:

1. RESNIE PUTNI
2. KOMANDA
3. A-UNit
4. MAD-Shrimps
5. NIKITA
6. E&Y
7. Sargi Pakaju
8. Painters
9. Roadkill
10. Here for Beer
11. Zeppelins
12. abc.inc
13. Safari
14. Inglorious Bastards



determined only when everybody runs out of their bullets?

Match after match, the semi-finalist teams were determined: the ones who left their enemies dripping in paint from their accurate shots. Even though the alumni and Ernst & Young teams were performing flawlessly, our current students proved to be as fierce as them. However, the semi-finals yet again proved that the alumni had some kind of previous war training before – they bathed their opponents in paint, making sure nobody from them would leave the arena without any marks.

A moment of silence to those students who fought very bravely, and all of the attention was focused on a small Wild West village, where one could hear the gun shots echoing from the past games. Two teams, Komanda and Resnie Putni, were silently waiting for the final whistle, in a match which would determine the best. After it started, you could definitely think you were in some twisted game of Counter-Strike: the agility and accuracy of the finalists were unbelievable. Bullet after bullet, people started to leave the arena with a feeling of defeat, all covered in mud. The winners stood victorious: Resnie Putni proved to be real paintball experts. After every detail was discussed, the finalists received medals of honour, and proceeded to continue their festivities, whereas others happily strolled home to recover from the amazement they had during the day.



Andrius



HOCKEY GAME

On May 27th SSE Riga students and alumni gathered for a friendly game rather than a competitive match full of rivalry.



A friendly reunion of present and former students took place after two years' break at Inbox.lv Ledus Halle. Thanks to Kristers Kalniņš, Kārlis Plakans and Mārtiņš Lipskis a wonderful SSE Riga tradition was brought back to life.



During two hours the ice melted between two teams and they looked like they had been playing together for years, and in the end it felt like players did not really care about keeping the score but rather the game itself. At the start both teams looked forward to carving an opening. A number of fine shoots from the alumni team gave the much-needed inspiration for the student team to fight back. They played for the sake of fun and joy with the final

result 17:10, the student team winning over the alumni team.

All of the players were Latvians. The organizer Kristers Kalniņš, who is a hockey player himself, emphasizes that this is the evidence that hockey is our national sport. Everyone was keen to participate, for students it was a chance to get away from their books and studies, while on the other hand, alumni enjoyed a 'welcome home'.



One thing is definitely clear: this game reminded us that it is very important to organize these kind of games in order to strengthen both the tradition and the bond between students, alumni and sports.

Fill your summer with bright emotions

Hove Fest in Arendal City on June 26-29

North Sea Jazz Festival in Rotterdam on July 6-8

Red Hot Chili Peppers in Tallin on July 30

Berlin Festival in Berlin on September 7-8

Summer Sound in Liepāja on July 6-7

Positivus Fest in Salacgrīva on July 20-21

Labadaba 2012 in the countryside on August 3-5

Hideout Festival 2012 at Zrce Beach on June 29

MARKETING STUNTS

Attracting customers never ends, there is always a new heart to try and win over. It's pretty similar to dating – there is a lot of effort involved, which sometimes may even end up in a failure. Brands use stunning marketing ideas to successfully target tons of customers at once. Throughout history, businesses have involved creative thinking in the process of informing the public about their products. But history is also full of tales of marketing stunts that became viral. In the spirit of helping you learn from other business's successes and failures, I offer you a few examples that exceed expectations.

In 2010, **Heineken** organized a conacert on the same day as the final match of the Champions League. The company decided to remind their target audience of that very evening, the match Real Madrid vs AC Milan, in an unconventional way. The fake event combined poetry and classical music and took place at the same time as the match. Over 100 AC Milan fans sacrificed the game on TV, persuaded by girlfriends, bosses, and professors, who were Heineken's accomplices. Many journalists were involved as well as victims or as accomplices. The event was broadcasted on Sky Sport, with interviews of famous sporting celebrities. Fifteen minutes after the concert started everyone was already bored and then notes appeared on the screen saying: Hard to say no to your boss, isn't it? To your girlfriend?

And to the match? How could you even have thought of missing the big match? This time the public started laughing and applauding. Heineken invited everyone in the audience room to enjoy the match together. The results were amazing. With just 1136 victims caught in the trap, Heineken succeeded to reach millions more. Just 1.5 million watched them live on Sky Sport. Then 10 more million saw them on the news the day after. Many fans appreciated the event on blogs, forums, and social networks.

More than 10 years ago, **Taco Bell** announced in a New York Times article that they bought the Liberty Bell

from Philadelphia, which is one of America's most appreciated historic treasures. They also mentioned that they renamed it to 'Taco Liberty Bell' and were going to make it accessible for public view. Taco Bell explained their decision by saying that this would help the country to pay its debts. As a result, thousands of people called the National Historic Park to complain. But by the noon, Taco Bell admitted that this was an April Fool's joke. The prank was covered by more than 650 print media outlets and reached more than 70 million

Americans. Moreover, according to Taco Bell, the joke increased their sales revenues by \$600.000 in the following days. As you can see, having a sense of humor about your business pays off sometimes.

If you haven't yet heard, one day in 2004 **Oprah Winfrey** gave away a **Pontiac** to each member of her entire studio audience for free. It definitely made the audience members thrilled and the marketing stunt made news in all corners of the world.

Everybody applauded Oprah for her generosity, but not Pontiac, which had come up with the idea for the giveaway. Advertising experts are still arguing about the real winner of the campaign, whether it's Oprah or the car manufacturer. Moreover, the event had some bad publicity, too: the winners were upset when they had to pay a huge tax bill for their gift. And for those who did pay attention and tried to buy a Pontiac G6 shortly afterwards, the new sedan wasn't yet available at many dealerships.

A lesson to be learned is that if you partner with somebody really big, you might find that you're not getting any time in the spotlight and you've simply become a prop.



Ana





It is your time to shine

by making the most of your natural talents,
achieving your potential and going beyond,
facing new challenges and making
a world-class career at Ernst & Young.

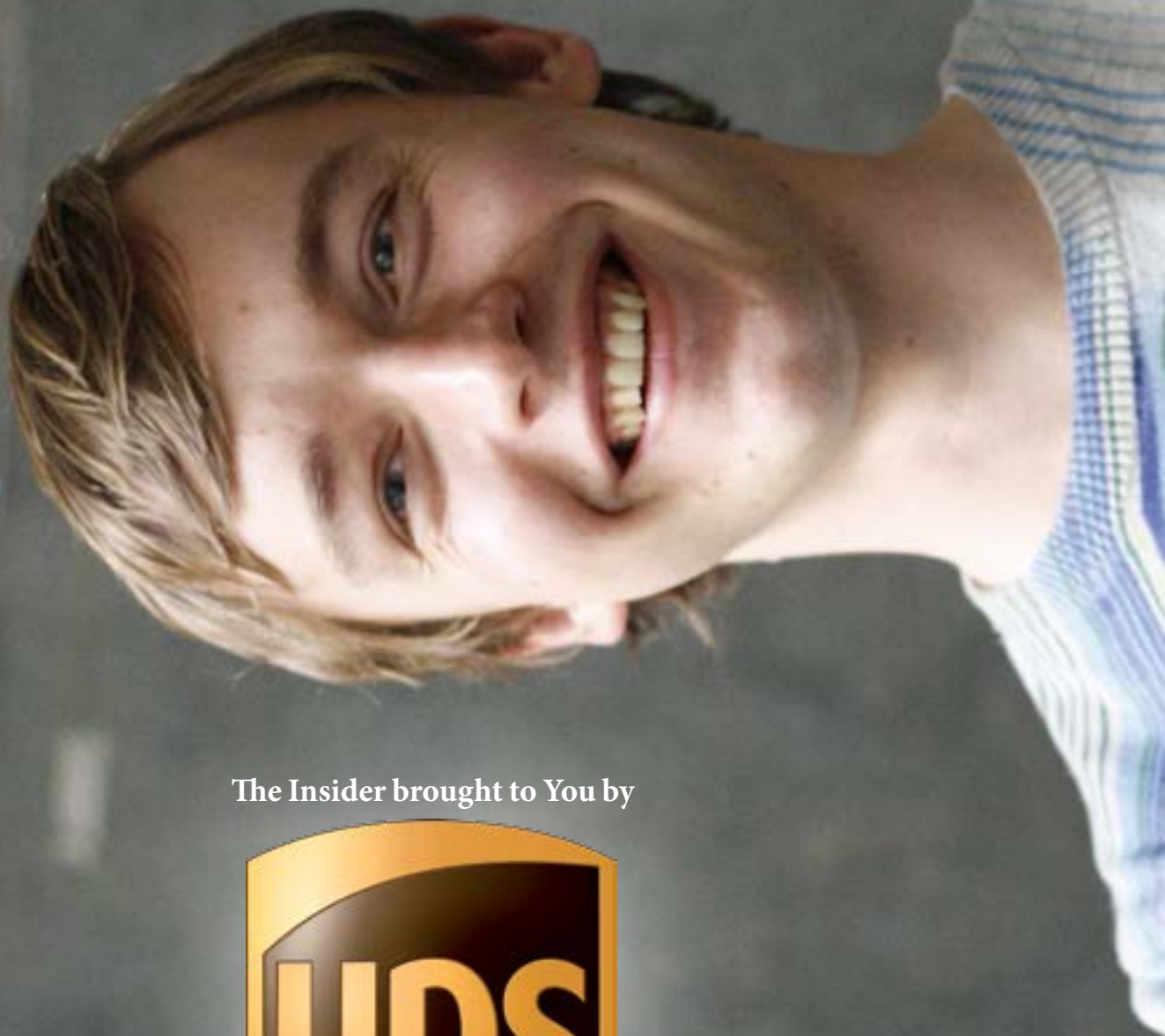
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Arturs Dzenis!



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