



Zurich
SALON

BATTLE OF IDEAS

Event:

7pm Thursday, November 13th, 2014

Business bashing: should corporates 'care'?

Volkshaus, Yellow Room
Stauffacherstrasse 60
8004 Zürich

Tickets:

www.zurichsalon.org





Zurich Salon hosts an International *Battle of Ideas Satellite* event on:

Business bashing: should corporates 'care'?

Is maximising profit really at odds with social good? Could the corporate social responsibility (CSR) agenda conflict with the social benefits of profit-making business? How important is trust for profitability? In a world in which government is trusted even less than business, who should decide what 'the right thing' means?

13 November 2014

Volkshaus, Yellow Room

Stauffacherstrasse 60, 8004 Zurich

7:30 PM (doors open 7 PM) to 9:15 PM

25 CHF and 15 CHF for students and concessions.

For more information and to buy tickets, see www.zurichsalon.org

Speakers

Alex Deane



Prime minister David Cameron's former chief of staff; founding director of Big Brother Watch; former world Universities Debating Champion; MD of Communications segment at FTI Consulting; elected Common Councilman in the City of London Corporation; non-practising barrister.

Dr. Norman Lewis



Director innovation at PricewaterhouseCoopers; co-author, *Big Potatoes: the London manifesto for innovation*. Previously an Executive Board member of the MIT Communications Futures Programme and chairman of ITU TELECOM Forum Programme Committee.

Dr. Richard Olsen



Hedge fund manager; founder of Olsen & Associates; pioneer of high frequency finance. Co-founder of OANDA, a successful internet market maker, visiting professor at the Centre for Computational Finance and Economic Agents at the University of Essex.