

OTHERWISE

The Edhec Business Magazine



FEBRUARY 2015

One of EDHEC's hallmarks is "to be where it is not expected to be". The launch of **OTHERWISE**, the first magazine focusing on economic matters as seen by a business school, reasserts EDHEC's mission of transmitting knowledge and enriching public debate by delivering training and research that is useful for the economy.

OTHERWISE seeks to offer a vision unrestrained by the established framework and codes, to provide a fresh perspective on business subjects, and to unearth success stories and unconventional experiences.

OTHERWISE, a strong and resolute identity. In this second issue, our overall theme is "Doing business to do good," which we explore in three sections:

OTHERBUZZ: review of the five continents that identifies trends

- Why we like to cry at the movies?
- As our economies develop, our languages become extinct.
- Democratizing higher education.

OTHERWAYS: interviews, reports and debates with leading personalities who are fashioning the world of tomorrow.

- How Sodexo promotes women's leadership.
- Interview with Richard Simonin, Chairman-CEO of Vivarte .
- The house that Lego (Re)Built.
- Interview with Muhammad Yunus, economist and Nobel Peace Prize-winner 2006.

OTHERNEWS: "Live from EDHEC" find out about EDHEC Business School's campuses.

- Taking teaching to the next level.
- World at our feet.

OTHERWISE Infos

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WE TRY TO SOLVE PROBLEMS BY TACKLING A SMALL PIECE OF THE PROBLEM IN A BUSINESS WAY



Muhammad Yunus, economist and Nobel Prize-winning 2006

About EDHEC BUSINESS SCHOOL

- ◆ 5 CAMPUSES: Lille, Nice, Paris, London and Singapore
- ◆ 6,200 STUDENTS and 10,000 PARTICIPANTS in executive education, conferences and seminars organised in 28 global economic capitals
- ◆ 17 DEGREE PROGRAMMES: BBA undergraduate programme, Master in Management, MScs, 2 MBAs, a PhD in Finance, etc.
- ◆ 23,000 PARTICIPANTS in conferences and seminars organised in 28 global financial capitals
- ◆ 25,000 ALUMNI in 120 countries
- ◆ 142 PERMANENT PROFESSORS (49% of international origin) and 810 adjunct faculty members
- ◆ 13 RESEARCH AND TEACHING CHAIRS
- ◆ An €85M BUDGET, 1/3 from corporate funding and 20% invested in research
- ◆ One of 60 BUSINESS SCHOOLS WORLDWIDE - out of a total of around 14,000 institutions - to hold triple accreditations from ACSB, EQUIS and AMBA. la triple couronne AACSB, EQUIS et AMBA.

EDHEC For Business

EDHEC Business School aims to be recognised for research and training, innovative ideas and tools that have a high impact on businesses. This "EDHEC for Business" strategy is underpinned by excellent academic research, the results of which are systematically disseminated through EDHEC's programmes (MScs, PhD, etc.), to the business world and to society.

MORE INFORMATION IS AVAILABLE ON THE EDHEC BUSINESS SCHOOL WEBSITE: www.edhec.com

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