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Issued May 1, 2009



Who do I call for a comment on.....?

For independent comment on any of the following “hot issues” please feel free to call our faculty.

Where possible I have listed their mobile telephone numbers so you can call them directly or if you can't get through, let me know and I'll arrange for them to call you back. (Some do not have mobile telephone numbers, but are still happy to be contacted on other numbers, which I've included for you.)

The bank's restriction of credit availability

Sam Wylie Tel: (03) 9349 8185
 Mob: 0428 103 859
 Email: s.wylie@mbs.edu

The bank is reducing SME lines of credit and making it prohibitively expensive. Is there an alternative? Is Ruddbank the solution?

Joshua Gans Please call Leanne McDonald to get Joshua's international whereabouts.
 Tel: 9349 8167'
 Mob: 0409 217 270
 E: leanne.mcdonald@mbs.edu

Is there a need for more competition/regulation in the banking sector?

National broadband announcement

Joshua Gans Please call Leanne McDonald to get Joshua's international whereabouts.
 Tel: 9349 8167'
 Mob: 0409 217 270
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Commercial return is possible, but is it an appropriate stimulus and will it prevent or create competition? Opposition says it is a waste of money – I don't think so.

Implications of the Brisconnections case

Sam Wylie Tel: (03) 9349 8185
 Mob: 0428 103 859
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To discuss the future of public/private partnerships and regulation relating to access to shares for unsophisticated investors, give Sam a call.

James Hardie compensation – 11 board members are charged

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Kwang Lim Tel: (03) 9349 8294
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Business ethics are more than a "nice-to-have" fundamental. They also need to be considered when creating a business strategy.

IMF latest global recession/growth report

Mark Crosby Tel: 9349 8184
 Mob: 0437 988 120
 Email: m.crosby@mbs.edu.au

The Opposition is trying to blame Labour for the financial situation caused by the global downturn, with a particular focus on borrowings. Call Shaun for his view on the various measures of debt and trends in government borrowing.

Recession marketing

Jody Evans Tel: 9349 8222
 Mob: 0412 524 002
 E: j.evans@mbs.edu

There's no doubt that the downturn has turned established marketing rules upside down. For the latest research in this area, ask Jody about the new five R's of recession marketing—research, relevance, retention responsiveness and ROI.

BREAKING RESEARCH

Recession innovation

David Austin Tel: 0412 199 688
 E: david@baileyaustin.com

One advantage of a recession is that it is a natural catalyst for disciplined innovation. Past research in innovation and the outcomes it's generated for individual companies has created anecdotally rich new lessons for operating in this environment. Only about 10% of companies respond constructively but those that do gain substantially. Call David for an industry specific discussion about this topic and how it applies to industries such as marketing and IT.

Should genes be patented?

Kwang Lim Tel: (03) 9349 8294
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An upcoming Australian government senate inquiry is adding fuel to the already inflammatory debate around gene patenting.

Gene patents commonly refer to novel and useful DNA sequences which can be used

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for commercial gains in health and agricultural markets.

The Intellectual Property Research Institute of Australia (IPRIA) and the MBS Centre for Ideas and the Economy (CITE) is contributing feedback from its free public forum held last week, into the senate inquiry. For more information call Kwang or for a videocast and forum wikki go to: <http://genepatents.info/2009/04/26/ipriacite-public-forum-on-gene-patents/#more-3>

Good luck. If you have any trouble getting through to anyone please feel free to call me anytime, day or evening on my mobile.

Kind regards

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