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

Following is a list of Melbourne Business School faculty who are happy to provide you with an unbiased opinion about the news. May I encourage you to call them directly on their mobiles, if required.

The Dow Jones Industrial Average rose above 10,000

Mark Crosby
Tel: 9349 8184
M: 0437 988 120
E: m.crosby@mbs.edu

Last week, the Dow Jones Industrial Average rose above 10,000, though the Dow and the S&P are still below 1999 peaks. For current investors, what actually happens next will depend on corporate earnings

Wall Street Journal criticisms of Treasury scheme are weak

Joshua Gans
Tel: (03) 9349 8173
Mob: 0414 911 161
Email: j.gans@mbs.edu

Four days after the Treasurer announced a further \$8 billion of government purchases of residential mortgage-backed securities through the Australian Office of Financial Management (AOFM), the Wall Street Journal decided to weigh in, calling the scheme an "Aussie Mac in the making". According to Joshua, its criticisms are weak.

All things financial

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

Sam is a specialist on everything financial. For fearless commentary on any of the following issues please give him a call:

- Interest rates heading up
- Bank's reporting season
- The Aussie dollar
- Double dip recession
- The question of over-stimulating the economy

Woolworths new logo – stylised W or Apple in disguise?

Susan Ellis M: 0414 525 889
 E: S.Ellis@mbs.edu

Apple has mounted a legal challenge to prevent Woolworths from using its new logo arguing it is too close to its own. Its designer says it's been designed to last for the next 30 years. Call Susan for independent analysis on this bitter battle.

Australia's fair trade book initiatives are harming bookstores and readers

Sven Feldmann Tel: (03) 9349 8171
 M: 0403 603 401
 E: s.feldmann@mbs.edu

Why are there differences in pricing between a Kindle book sold to US customers and those sold in Australia? Why price e-books differently than print books? Where are publishers going to end up?

Sven can also comment on: Insights into the controversy of about "solutions" for global warming proposed by authors Levitt and Dubner in their new book SuperFreakonomics."

Aging population will be Australia's biggest challenge for the economy

Prof. Chris Lloyd Tel: (03) 9349 8228
 E: C.Lloyd@mbs.edu

Australia's population is rapidly aging. Forty years ago only 8% were over 65. Today 13% are over 65 and in 2050, up to 22 % will be over 65. The debate encompasses much more than the rising dependency rate but Chris anticipates that it is not nearly as big a problem as claimed.

New statistic techniques quantify a person's actual learning ability

Sally Wood Tel: (03) 9349 8103
 M: 0425276967
 E: sally.wood@mbs.edu

Advanced statistical techniques reveal new insights into how a person's beliefs changes their ability to learn in a dynamic environment. Prior to using these techniques, theories on why people could or could not learn some things, were just that – theories, which could not be proven.

These new insights have the potential to change teaching techniques forever.

Good luck. If you have any trouble getting through to anyone please feel free to call me anytime, day or evening on my mobile. If your story is not covered here, [go here](http://www.mbs.edu/go/news-and-events/media-centre/hot-issues) - <http://www.mbs.edu/go/news-and-events/media-centre/hot-issues> to find all of our media friendly faculty and their specializations.

Kind regards

Lauraine

Lauraine McDonald
Marketing Communications
Melbourne Business School
200 Leicester Street
Carlton Vic 3053
Tel. 61 3 9349 8272
Mob. 0438 418584
lauraine.mcdonald@mbs.edu
www.mbs.edu

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