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## USD Final "UPDATE" Seminar on Decision-Making

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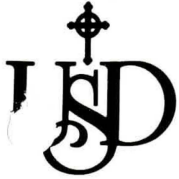
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FOR IMMEDIATE RELEASE

U.S.D. FINAL "UPDATE" SEMINAR ON DECISION-MAKING

"Profitable Decision Making" will be the subject in the eighth and last of this year's University of San Diego UPDATE breakfast seminars on Friday, November 21, from 7:30 to 9 a.m. at the Executive Hotel in downtown San Diego. The speaker is Dr. Robert O'Neil, USD Assistant Professor of Economics.

UPDATE is a series of eight seminars designed for women and men in business, sponsored by USD's School of Business Administration and Office of Continuing Education. Advance registration is required. A fee of \$15 will be charged. For information on registration and group rates, call Continuing Education at 293-4585.

Friday's session will focus on the way in which executive decisions alter the revenue and cost streams, and on how to improve a firm's long-run profits.

Dr. O'Neil, a La Jolla resident, has taught economics and business courses at USD since 1976. He is director of the University's MBA program. He received a BSS in Economics from Fairfield University, an MBA in Management from New York University, and a Ph.D. in Economics from Fordham. Dr. O'Neil is an honorary life member in the American Marketing Association.

10-5-80

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