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NEWS RELEASE

UNIVERSITY OF SAN DIEGO



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FOR IMMEDIATE RELEASE

"COMPETITIVE BIDDING STRATEGIES" SEMINAR AT USD OCT. 9

"Competitive Bidding Strategies" will be the topic of the University of San Diego's second UPDATE Breakfast Seminar held Friday, October 9 from 7:30 a.m. to 9:00 a.m. at the Executive Hotel in downtown San Diego. Dr. Evan Douglas, associate professor of economics, will lead the seminar.

Advance registration is required; the registration fee for single sessions is \$15. For information call 293-4585.

According to Professor Douglas, "Competitive bidding is a complex pricing decision which most firms handle by the application of simple, routine decision rules. It is important that these decision rules best serve the firm's objectives and are not made simply--just to avoid the time and expense associated with more complex decision processes." Douglas will describe potential decision paths for achieving profitability and maximizing net worth through successful competitive bidding. Consideration will be given to capacity utilization targets and tactics suggested to maximize gain.

UPDATE is a series of eight seminars designed for people in business, sponsored by USD's Schools of Business Administration and Continuing Education every Friday morning through November 20.

Dr. Douglas is on leave from Concordia University, Montreal, where he was Chairman of the Finance Department for a three-year term and is the author of two books, Managerial Economics and Intermediate Microeconomic Analysis.

Additional seminars in the UPDATE series in October include: Oct. 16, Before You Negotiate; October 23, Mergers and Acquisitions: The Rational, Logic, and Practical Implications; and Oct. 30, Making Japanese Theory Work for You.

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