

For Immediate Release



## **AUB and Coca-Cola to hold seminar on business partnerships for development**

Beirut, Lebanon- 14/02/2011 - The American University of Beirut (AUB) Suliman S. Olayan School of Business and the Coca-Cola Company will hold the third OSB-Coca-Cola marketing seminar at AUB's Habib Maamari Auditorium on February 21, 2011 at 3 pm. The seminar, entitled "Business Partnerships for Development: The Case of the National Beverage Company (NBC) in the West Bank and Gaza," follows the publication of a detailed study by the Harvard Kennedy School which highlights the direct and indirect contribution of Coca-Cola and NBC to West Bank and Gaza communities since 1998.

The study was conducted by researcher Shannon Murphy and Jane Nelson, director of CSR Initiative at the Harvard Kennedy School.

ENDS

For more information please contact:

Maha Al-Azar, Media Relations Officer, [ma110@aub.edu.lb](mailto:ma110@aub.edu.lb), 01-353 228

Note to Editors

### **About AUB**

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 600 full-time faculty members and a student body of more than 7,000 students. AUB currently offers more than 100 programs leading to the bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full service 420-bed hospital.

**Stay up to date on AUB news and events. Follow us on:**

Website: [www.aub.edu.lb](http://www.aub.edu.lb)

Facebook: <http://www.facebook.com/aub.edu.lb>

Twitter: [http://twitter.com/AUB\\_Lebanon](http://twitter.com/AUB_Lebanon)