

# Thunder

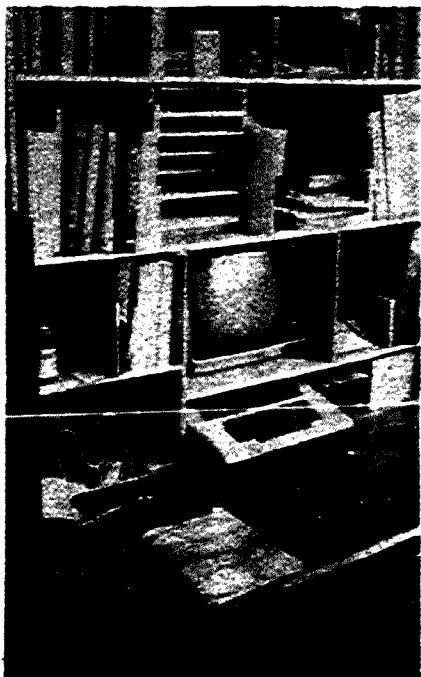
AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

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April 19, 1983

## COMPUTER SHOW SET FOR SATURDAY, APRIL 23



G-Dorm of 1986?

### THE GIFT OF TIME

The following are excerpts from "Don't Wait" by Michael Rogers which appeared in "Personal Computing," March '83.

A computer represents two important additions to one's life. The first is the gift of education—of opting for an active role in the rapidly changing technology in both the workplace and the home. And second, on a more personal level, the computer offers the gift of something that money cannot usually purchase: additional time for living.

The personal computer is changing society—finding its way into every facet of life—far faster than anyone would have guessed even five years ago. Specifically, it's altering the job marketplace in a very real way. In the near future, computing literacy will be as necessary a requirement for many jobs as a college degree is now.

#### The gift of time

An acquaintance recently made the following proposition to a friend, who was wavering over the purchase of a personal computer: "Look at it this way. Suppose I said that if you wrote me a check for \$300, I'd give you six months of free time over the next five years."

The offer may not be applicable across the board, but it does reflect a fundamental reason for not waiting to take the plunge into computing. No matter what reasons you may have for waiting—and we'll get to those in moment—they tend to pale when compared with the gift of extra time.

But almost without exception, once a person has the machine, it is only a matter of time before he finds other applications—household budget, inventory, appointment scheduling, tax records, filing—the list of applications is virtually endless. Each will save a bit of time and render life a little more convenient.

The incredible plunge in the price of simple calculators reflected a saying in the electronics industry: "The first chip off the assembly line costs \$500,000; the second one costs a nickel." That's an exaggeration, but it contains an element of truth. For simple integrated circuits design costs are high, but actual manufacturing costs can be quite low once mass production begins. That's what happened in the pocket-calculator and digital-watch markets.

In strictly business terms, waiting a year to save a few extra dollars makes little sense when the computer itself is almost certain to save you far more money in the same period of time.

And the less tangible benefits of computing—free time, education, family enrichment—are quantities with price tags much higher than the total dollars you think you could save by doing without a computer.

Once one owns a computer, the machine soon becomes second nature, and new applications flow naturally. Its very availability spawns fresh ideas about how to use it. Within a matter of months, the computer is so thoroughly woven into the fabric of the owner's life that he can't imagine getting along without it.

By Brian Kelly

The AGSIM Computer Club is sponsoring a Computer Show in the THUNDERBIRD ACTIVITY CENTER from 9:00 A.M. to 4:00 P.M. Keynote Speaker, Ms. Ellen Petry, Communication Specialist from Apple Computers International Sales Group is coming from Corporate Headquarters, Cupertino, Ca., courtesy of Computer Club and Speakers Committee. She is one of the distinguished group of speakers giving presentations (see itinerary).

Computer Show Chairman, Kevin Kucera, said: "We've had a good response from local dealers. Over 20 area companies will be displaying the latest in personal and business computers. Major manufacturers such as Apple,

IBM, Xerox, Toshiba, NEC and Franklin, will be represented."

The Computer Club was started this spring to promote computer literacy in the student body. It provides hands-on use of microcomputers and business management software.

Club President Rick Larcen reports: "We currently have over sixty members. There would be many more members if the hardware were available." All proceeds will go toward the purchase of microcomputers.

Students, Faculty, and Administration are cordially invited free of charge. General public admission is two-dollars.

This is an excellent opportunity to see state of the art technology and application. No one should miss it!

### Confessions Of A Computer Owner

Bryan Prill

I became an AGSIM student and a computer owner on nearly the same day. According to my family and friends I haven't blossomed into a sophisticated cosmopolite or mathematical genius yet. I still have great problems conjugating Arabic verbs and figuring my taxes? Neither AGSIM nor my computer have changed me much.

There's a lot of similarity in my thinking about my present school and the use of my computer. I find that I appreciate both with increased use and increasing knowledge. The abilities of a computer can be likened to the resources of an institution like AGSIM—both can be fantastic tools if one takes the time to explore them. I don't mean this to sound like a high-school civics theme, but the analogy really fits.

One of the major factors in applying to AGSIM was the gnawing thought that I needed something more in the educational realm. I was hoping to find some sort of skills that would prove as valuable twenty years up the road as they were when acquired. This is how I see my venture into the computer world. Both are investments in a future that I might have some say-so in shaping.

I'm quite aware that most of us don't know a

floppy-disk from a byte, but of all people, we need to know. Computers are changing the world that we inhabit—whether we like the fact or not. Chances are that we are just sitting on the verge of a technological revolution that will stagger the imagination. We're all going to make critical decisions in this regard soon—will we choose to not know or will we try to begin to get a handle on what's actually going on out there? Understanding the functioning and applications of the computer will be helpful in the business-world we enter. It will be imperative in the not-too-distant future.

We're not going to need to be computer experts for the most part. We're going to be people who get paid to make intelligent decisions using the resources we have available. Having efficient and labor-saving tools won't make us automatically good managers.

My youngest brother recently completed drivers education in high school. When he would drive me around in his practice runs, he would continually look in an exaggerated way, surveying behind, before and to the side of him. When I mentioned this he remarked that he was taught to "get the big picture." While at AGSIM, we're getting a glimpse of the big picture. The computer will prove to be an invaluable tool in evaluating our relation to the big picture.

### The Cognitive Revolution On Campus

Excerpted from Personal Computing  
March, 1983

Beginning in the fall of 1983, Carnegie-Mellon University in Pittsburgh, Pa. will begin installing a network of personal computers on campus—a network that within four years will link several thousand personal computers for faculty, administration, and students. The personal computers will be designed and built by IBM: by 1985 every student in every major will be required to buy one, and they will be able to take the machines with them after graduation.

Carnegie-Mellon is not the first campus to announce its intention to go with The Cognitive Revolution. Stevens Institute of Technology in Hoboken, N.J. will also be requiring incoming freshmen to buy Atari 800 personal computers, and Clarkson College of Potsdam, N.Y. is requiring its incoming freshmen to purchase Zenith Z-100 machines.

But what distinguishes Carnegie-Mellon from its predecessors are three factors. First, all students in all disciplines—not just science and technology majors—will be required to get personal computers. Second, the personal computers will not be off-the-shelf machines already available, but will be custom-designed through an agreement between Carnegie-Mellon and IBM. Third, the personal computers will be linked together in a full-fledged communications network, so that users at different machines on campus can interact with one another and with campus data banks. Eventually the network may link Carnegie-Mellon with Pittsburgh's off-campus community and to other campuses around the country through satellite uplinks.

How do the potential users feel about the new network? Generally, faculty members seem favorably disposed.

And what about the principal beneficiaries—the students themselves? Reactions are strongly mixed. Some students are enthusiastic: "There is no discipline that a computer cannot assist," says one student. Some are outright hostile: "I can't see the use for it in my field,

and I feel as if it is being shoved down our throats—we that we are being guinea pigs," says another. Interestingly, the emotional reactions, pro and con, are not clearly split along the science/humanities division. And most students have serious questions about how high the expense of the personal computer might raise the yearly tuition.

As a technological experiment, Carnegie-Mellon's projected network of personal computers is unparalleled.

But in installing the personal computers, Carnegie-Mellon and its task force are keenly aware that the network is also a social experiment because it will alter the cultural environment of the campus and the way people will do things. States President Richard M. Cyert, "I expect that this will be looked back upon in 25 or 30 years as the most significant move in the 20th century as far as higher education goes."

Some feel however, the university is being turned into something of an experimental electronic marketplace, where the effects of such a system will be studied by psychologists and sociologists. Carnegie-Mellon sociologist Sara Kiesler observes, "No one really knows what the issues are. Will the access to information at all levels exacerbate organizational problems that already exist, such as the debate between centralization and decentralization? And what are the social implications of where you install them? If you put them in each dorm room, will that tend to isolate the students from one another? And if you put them all in a lounge area, what are the practical problems of integrating a new technology in an old architecture—such as air conditioning, and security?"

As in social revolutions of the past, the transitional period of The Cognitive Revolution, on campus at least, has produced feelings of displacement and distress, as well as excitement over the grand vision. Carnegie-Mellon, keenly aware of that, is phasing in the network in a responsible way that is hoped will be natural and least disruptive—so as, in the words of Newell, "not to sacrifice the present for the future."

### ITINERARY:

COMPUTER SHOW

- 9:00 AM BOOTHS OPEN FOR DISPLAY AND INSTRUCTION. PUB OPEN FOR FOOD AND REFRESHMENTS ALL DAY.
- 10:15 AM SPEAKER: MR. KEVIN GILLIM, MANAGER OF TRAINING, COMPUTERLAND. TOPIC: IMPORTANCE OF COMPUTER LITERACY.
- 11:15 AM SPEAKER: MR. BOB BECKIS, PRESIDENT OF COMPUTERLAND, ARIZONA. TOPIC: HOW TO SELECT A PERSONAL COMPUTER.
- 1:00 PM VIDEO ON APPLE'S NEWEST BUSINESS COMPUTER 'LISA', SHOWN EVERY FIFTEEN MINUTES.
- 1:15 PM KEYNOTE SPEAKER: MS. ELLEN PETRY, APPLE COMPUTERS SPECIALIST FOR INTERCONTINENTAL SALES GROUP. TOPIC: PRODUCTIVE USE OF MICROCOMPUTERS IN INTERNATIONAL BUSINESS AND EDUCATION.
- 2:15 PM SPEAKER: IBM MARKETING REPRESENTATIVE, TO BE ANNOUNCED. TOPIC: MICROCOMPUTER BUSINESS APPLICATIONS.
- 4:00 PM DISPLAYS CLOSE.

### THE SOURCE

C. Ball & K. Robinson

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"THE SOURCE" is a subscriber type service that links the home user to a system of computers across the nation. The subscriber must buy a "modem" that interfaces his computer via telephone to the mother computer. The initial modem purchase is the most expensive item (\$100 to \$500) of the system but is complete with a communications protocol software and usually includes the initial registration fee (\$100). Computer time ranges from \$5.75/hour to \$20.75/hour depending on the day and time (just like Ma Bell) and is billed monthly at a minimum of \$9.

The incredible aspect of "THE SOURCE" is the flexibility of the system. "THE SOURCE" is more than just a fancy cable TV set-up. Multi-lateral communications are possible through computer conferences. Any number of end-users can log in and conduct business meetings via the network. Direct written confirmation of communications is possible, eliminating the ambiguity of verbal commitments, price quotes, etc. "THE SOURCE" also connects the user to the international Telex (TWX network) facilitating international, as well as domestic communication.

The information available through "THE SOURCE" is varied. The UPI news service is indexed in "THE SOURCE." A "key-word" program researches specific subjects of interest. The news/retrieval mode provides access to the Wall Street Journal, Barron's and the Dow Jones Wire Service. Window on Washington lets you keep up with key legislative events, or you can play Donkey Kong instead of trailing your congressman.

And ... for all the money that you will save and earn using "THE SOURCE" there is also a purchasing and bartering network that allows nationwide comparison shopping and goods/services exchange with other smart SOURCE users. The time that you have saved can be well spent using the Electronic Travel Service while becoming your own agent.

continued on p. 4.

# Das Tor

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

## "THE GATE"

at The American Graduate School of International Management  
Glendale, Arizona 85306

**Editor:** Brian Kelly  
**Assistant Editor:** Steve Spitts  
**Business Manager:** Andrew Previtali  
**Copy Editor:** Kathy Parker  
**Circulation Manager:** Roy Thong

**Contributing Writers:**  
Bryan Prill Peter Amrein  
Christy Grief R.T.  
Connie Dugan Kathy Parker  
Margarete Menne Mar Jirasek  
Bart Kohnhorst David Brayer  
Dick Mahoney Bruce Harris  
**Photographers:**  
John Eichhorn Ken Bennett

DAS TOR is the independent campus newspaper of AGSIM. Opinions expressed are not necessarily those of the DAS TOR staff. Copy deadline is noon, Wednesday. All copy handed in must be typed and double-spaced, with margins set at 20 and 70.

# CAMPUS NOTES

## InterAd For Fall

Starting on Monday, April 18, Professor Schlesinger will interview students interested in enrolling in WB-557 "InterAd" for the Fall semester, 1983. Sign up for appointments will be posted on the door of WB Office #2. Pick up an application form in the World Business Department Office, fill it out and bring it with you to the interview.

## Bizarre Bazaar

THE Bizarre Bazaar Day on April 29th will be this Spring's major flea market event. Articles from hundreds of students collected over several semesters promise a wide selection ranging from practical items such as appliances and every-day apparel to bizarre curiosities of exotic unknown origins. Proceeds from sales will go to the Emergency Loan Fund managed by the Financial Aids Office.

## Summer '83 Grads-

### Resume Book Deadline

This is an important reminder that your final resume must be turned into the Career Services Center by 3:30 p.m., Friday, April 22, 1983, in order to be included in the Thunderbird Graduates Resume Book for Summer 1983 graduates. Our counselors are available if you need assistance or have any questions concerning your resume.

## Job Seminar

Career Services will be giving the following lecture Tuesday, April 26, 1983, 5:15 - 6:15 p.m., in Classroom 21:  
Topic: JOB SEARCH AFTER GRADUATION  
Speaker: Carol Hazelett, Director of Career Services.

## Musicians

HAVE YOU BEEN LOOKING FOR A PLACE TO PRACTICE OR A PIANO TO USE? NOW YOU CAN PRACTICE MONDAY, WEDNESDAY AND FRIDAY FROM 1 p.m. TO 5 p.m. IN THE CROSSROADS COFFEE HOUSE. THERE WILL BE A SIGN-UP SHEET ON THE PIANO FOR PRACTICE TIMES.

## Honor Code?

Although AGSIM students are generally of superior character, the incidents involving students who bend the rules of academic integrity have become disturbingly high. Cheating, as others prefer to call it, it being accepted here because no one has taken a stand against it.

If you see two people whispering answers to each other when the professor leaves the room should you confront them, report them to the professor, or ignore them? Do the students have a responsibility? If your classmates walk into the classroom with notes written on the back of their formula sheets should you do the same? What should you do about your classmate who briefs his friend from another section on the exam he just took?

Many professors make a concentrated effort to make sure there are two or more versions of the test and that students are seated in every other seat, but even this cannot prevent cheating.

Professors cannot do everything. The Administration needs to give the school some direction in this matter. Both the professors and the students need to have guidelines on what is acceptable. We look to the Administration for guidance.

The ASLC Academic Committee is currently developing ideas for an honor code. If you have a contribution to make, please write a note to Box 988.

—A concerned member of the ASLC Academic Committee

## COMPUTER ARITHMETIC

Although computers are increasingly a prime tool in developing technology and probing the secrets of earth and the universe, these machines use only two numbers — 1 and 0 — a binary (two-part) system. In every question asked, a computer has a choice of only two answers, an immediate reaction to an electronic impulse: "on" or "off," "present" or "absent," "affirmative" or "negative," "yes" or "no" — all expressed by the numbers 1 or 0. The number and the cipher were chosen to allow computers to deal with mathematical equations.

—Charles Berlitz  
(From Native Tongues)

## Classified

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The next best thing to knowing something is knowing where to find it.

—Samuel Johnson

The supreme end of education is expert discernment in all things — the power to tell the good from the bad, the genuine from the counterfeit, and to prefer the good and the genuine to the counterfeit.

—Samuel Johnson

The most savage controversies are those about matters as to which there is no good evidence either way.

—Bertrand Russell

## Letters On Zhang

To the Editor,

I attended a very interesting lecture last week. I heard Professor Zhang Yinyu from the Beijing Institute of Foreign Trade deliver one in a series of fine lectures on the recent developments in the People's Republic of China.

## PIER PRESSURE

Happy birthday Pier Ingram, old friend!

I hope you feel awful that I remembered your birthday and you ignored mine. But don't get depressed about it or anything like that. God forbid, don't choke on your birthday cake. Don't let the carefree happiness and joy of the occasion turn into bitter, lacerating self-recrimination. Hell, don't even think twice about it. I mean, do you think I care? Ha! That's how much you know.

Best wishes and many happy returns.

CB Bonner

## WHOM US?

Dear Sirs,

Whom are you kidding? In the April 11th issue of Das Tor you printed an obviously un-copied letter from Mr. Chris Elmandorf. It seemed to be a sincere if somewhat poorly written request to receive the Das Tor and to submit articles for publication. I can see why your reply was so incredulous. After reading that particular issue of Das Tor, I would hate for anything I might have written to rely upon Das Tor's copy editing. For example, on page two the biography of Nikolai Kondratieff contains the word "endeaber" (sic). May I enquire as to the meaning of the word? On the same page the article concerning the future appearance on the A.G.S.I.M. campus of a Doctor of Liberation Theology called the person an Ecuadorean "experton" (sic). What is an "experton"? It sounds

as if it is an electronic expert device. And the grammar, punctuation, and general copy editing of the auto article (a self-written article?) on pg. 8 is nothing short of atrocious. "Whether or noy" (sic). "The spacious, of fine leather-scenting, interior" which should have been written as "the spacious, fine-leather scented interior," and "0.34 is claimed-outstanding by anyone's standards" which should have been written as "0.34 is claimed: outstanding by anyone's standards" are just a few of the many errors found on just a glance: atrocious by anyone's standards.

Zhang explained that his country's efforts to lure joint-venture investment partners from abroad are prompted by noticeable successes realized in a number of developing countries, He cited Taiwan, Singapore, Japan, and Egypt as examples.

Professor Zhang continued by elucidating the long-term goals of these SEZ's as well as their expected short-term benefits. He explained some of the preferential treatment and tax breaks offered to joint ventures based in these zones, and concluded by mentioning some of the legal procedures involved in setting up such an operation. All in all, Professor Zhang's lecture was both enjoyable and informative.

Sincerely,  
David Brayer

Sincerely  
Jerry M. Thornton

## Das Tor

### Apply Now

The Das Tor is now accepting applications for the positions of Editor, Assistant Editor and Business Manager for the Summer semester. Applications must be made in writing by April 29 and should include past experience and qualifications. Address all applications to the Das Tor.

All positions are for the Summer semester only, however the Business Manager's position may be filled by the same person through the Fall semester.

The Summer editor will be announced in a subsequent issue of the Das Tor.

Intimacy & social customs will be the theme of the next DAS TOR. The deadline is Wednesday at noon.

## Ending Hunger Briefing

On Monday, April 25th, beginning at 7 P.M. in the Old Auditorium, the Liaison Club will sponsor a three hour intensive and highly informative seminar on world hunger. Conducted by local volunteers associated with the Hunger Project (a nonprofit charitable organization), the Ending Hunger Briefing is designed to inform and educate people about hunger and starvation in such a way as to enable them to effectively participate in its elimination.

We must not let millions die through our inertia and indifference. Such massive human suffering cannot be silently condoned while our grain elevators stand filled to capacity. Hunger is a violation of the fundamental right to life. A billion people cannot be ignored. They won't go away.

Learn more about what most of us are fortunate enough never to have experienced. Find out what's being done and how you can get involved. Help eliminate hunger! You are the difference.

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# ZHANG DELIGHTS AGSIM

by Bryan Prill

Walking across campus with him a person could easily think that he has been at AGSIM for two years. His exchange of greetings with many students and involvement with a busy social schedule make it hard to believe he has been in the U.S. for only two weeks. Mr. Zhang Yinyu, visiting professor from the Beijing Institute of Foreign Trade, has been presenting lectures to the AGSIM community on a wide range of topics involving business in the Republic of China and relations with the United States. Mr. Zhang also draws from his experience as a member of the China National Packaging Import and Export Corporation (a division of the Ministry of Foreign Trade) and years as a consultant in presenting these lectures.

It is difficult to imagine that this is Mr. Zhang's first visit to the United States — his English exhibits a polished fluency. It seems that his knowledge of English provides a thread running through his career and life.

During the Japanese occupation of China during World War II, Mr. Zhang attended a Jesuit School in his native city of Shanghai. The school taught a wide variety of foreign children and a handful of native Chinese boys. The language of instruction was in English and Mr. Zhang struggled to learn and apply it. When the time for college examinations came he scored among the few who qualified for Cambridge University in England. His father, an engineer, believed that a more practical and inexpensive alternative to Cambridge would be a career in printing. Mr. Zhang spent the years from 1946-1949 at the London College of Printing. Meanwhile, at home, China was undergoing huge changes in the wake of Mao-Tse-Tung's Revolution.

Mr. Zhang came home to a new country and started work in Shanghai as a printer in a large factory owned by the Bank of China. Mr. Zhang was later asked to relocate to Peking as a printing engineer at the main office. China had very few qualified teachers who could instruct in the reading and the writing of English. In 1964 he was asked to teach English at the Beijing Institute of Foreign Trade. Along with the English he also taught classes in printing technology. His involvement with teaching has been supplemented with additional duties as a member of the China National Packaging Import and Export Corporation.

Mr. Zhang compares the Beijing Institute to AGSIM in many ways. Languages are looked upon as important tools for future managers. About 90% of the students study English because of the predominant international use in the business community. The size of BIFT is comparable to AGSIM's and the business offerings are similar.

Mr. Zhang finds that AGSIM students are a challenging and inquisitive group — a great pleasure to teach. Mr. Zhang finds AGSIM a highly stimulating and friendly environment. He believes that he must prepare especially well for his classroom encounters due to the interest of the students and their willingness to investigate a topic.

At home, Mr. Zhang finds very little spare time between his duties and his family of four children. Two will graduate from college this summer — one in English and the other in electronics. In off-moments Mr. Zhang greatly enjoys reading English-language literature. The Cultural Revolution banned the reading of these authors, but new liberalization has allowed their presence on school-library shelves. Mr. Zhang especially savors the writings of Hemingway, Faulkner, and Twain.

The most striking thing Mr. Zhang has noticed in his short stay in the United States is the huge amount of resources that are consumed by Americans. He marvels at the amount of electricity and commodities that are wasted. In China, the population is extremely conscious of energy usage — every bit of conservation is geared toward helping the industrial sector and its production. Workers stagger their time off to allow factories to operate constantly at a level of peak efficiency.

According to Mr. Zhang there is a national effort that involves every level of work to increase China's production and export level. Increased production will allow more goods for export and thus more foreign capital to invest within China. Modernization of the industrial base is one of the highest priorities of the Chinese government.

Trade between the U.S. and China has dropped from a high level in 1981. Hopefully this level will rise again. The Japanese have been the largest trader with China and due to their proximity will continue to be so, but the trade position of the U.S. is difficult to fix. The U.S. imports large quantities of textiles and petroleum from China and sells huge quantities of grain and machinery. Although the U.S. is currently the second largest trade partner with China there is no guarantee that this will be the case in the future. The Chinese government is steering away from reliance on any single country too greatly.

In regards to future business persons who might deal in China, Mr. Zhang offers some sage and practiced advice:

1. Patience, persistence and perseverance are the time-honored methods of doing business in China.
2. Do a thorough job of researching the Chinese market, the economy and Chinese business practices. Foreign businesspersons should never participate in any enterprise without thorough preparation.
3. Build up a trust between the parties. Many Chinese complain that U.S. businesspeople are too rushed and not thorough in their negotiations. This does not fit the Chinese temperament. Due to the relative scarcity of Chinese resources all terms must be totally clear.
4. Make an effort to understand the dynamics of business in China. Know the limitations and functions of the various sectors. The competition for the Chinese markets is keen, one must do adequate research in order to succeed. A company seeking to do business in China is not likely to be the first to do business of that type. The Japanese and EEC countries have done thriving and competitive business here for a long period.
5. China is a vastly heterogeneous market, not a singly homogeneous one. Do your homework.
6. Be patient, and again, be patient.

From the halls of AGSIM Mr. Zhang will leave for a series of lectures in New York City and Rochester.

# Egyptian Physician Nominated For Medical Nobel

Dr. Ahmad Shafiq, Professor of Surgery in the College of Medicine of the University of Cairo, appears to be an authentic Arab workaholic. Al-Majalla, a leading international news magazine of the Arab countries, analyzes the life and achievements of this extraordinary man who gets by on three hours sleep a night and who during school years studied fifteen hours a day.

Dr. Shafiq's accomplishments are many. He described eight diseases hitherto unknown to the world of medicine. He performed thirty new surgical procedures and these are mentioned in medical reference works. Dr. Shafiq does not believe that discoverers and inventors are mental giants but holds to the views of those who ascribe breakthroughs to persons who combine inspiration and perspiration, hard work and study, an inquiring mind and a spirit of altruism.

The Swedish Society of Surgery and many scientists have nominated Dr. Shafiq for the Nobel Prize for Medicine. Several previous recipients of this award had referred in their studies to the research work of Dr. Shafiq who has for twenty years contributed to medical journals. Dr. Shafiq was the first foreigner to head the American Academy of Surgery, according to Al-Majalla. He says that if he received the Nobel Prize, he would put the money in the bank and use the interest to finance further scientific research. He feels that wealthy Arabs should follow in the footsteps of such Americans as the Sloans and Rockefellers and leave major portions of their estates for the advancement of medical science.

—Mrs. Bahia F. Gulick  
Assistant Professor of Arabic

# LA PERLA CELEBRATES 37th ANNIVERSARY

by Miguel Mitchell, arts writer

Q: What important Glendale institution had its start in April 1946?

A: AGSIM?

Wrong! — no partial credit — also La Perla Cafe! Located at 5912 Glendale Ave., La Perla has grown up with the "Institute", as its owners nostalgically refer to AGSIM. And T-Birds have done their part too — putting La Perla right up there with the Pub and Pointe for soirees.

La Perla is not Mexico or El Torito. La Perla is La Perla: sort of southwestern, Tex-Mex, Arizona Gothic, if one must typify. Founded by a local Chicano family, it is run today by a second generation triumvirate and is putting a third generation thru college.

Just as going to La Perla in the first place is "out of the way" and rather exotic, it is pointless to order up some standard combination reminiscent of Taco Charley and the chains. Antichmatic. So, the final test for the adventuresome are the more out of the way entrees, the exotica that makes La Perla what it is. I would recommend anything made with machaca, a delicately seasoned beef with a touch of scrambled egg. I would not miss the carne asada, literally roast meat, served with a garnish of tomato and cilantro. Menudo lovers will not be let down at this place.

La Perla has an excellent bar with live entertainment on Friday and Saturday nites. Unbeknownst to the AGSIM community are the fabulous (cheap) luncheon and dinner specials on weekdays. Breakfast is served every morning at seven.

Every year on April 20, the owners and staff of La Perla Cafe treat their loyal clientele to 1946 prices (taco—25¢) — 24 p.m. — and this year is no exception. Local TV personalities show up, as does "anyone who is anything in Glendale". Uh, that's us, CB. Felices provechos.

La Perla Cafe opens daily at seven and closes in the wee hours of the morning, except Sunday, when it closes slightly earlier.

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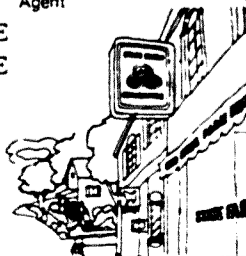
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# WORDS

by Kathy Parker

This week we're going to concentrate on learning words that sound like other words and thus are often misused and mispronounced. Some that immediately come to mind are remuneration (payment or recompense for services performed) which is often mispronounced as remuneration (no meaning). The only thing close is enumeration (the act of enumerating — to mention separately as if in counting).

Spectacle (anything presented to the sight or view), often confused with skeptical (having doubt, inclined to skepticism); irrelevant (not relevant, applicable or pertinent) mispronounced as irrelevant (no meaning). Also wrongly used is regardless which has been replaced by the much more sensible (and less redundant) regardless.

Words which are read and often misinterpreted are those such as ingenious (characterized by cleverness or originality) and ingenuous (free from reserve, restraint, or dissimulation; innocent) — which brings to mind simulate (to make a pretense of, feign) versus stimulate (to rouse to action or effort, as by encouragement or pressure).

One I always used to have embarrassing problems with was prostrate (to be flat on the ground) versus — you guessed it — prostate (pertaining to the male prostate gland). I finally got that one straight when I took Human Physiology 101 in undergrad, but I still have to think a little before I use either one.

Another good one to raise eyebrows at a cocktail party when the hors d'oeuvres get served is to say you're ravished instead of famished (I actually heard this one at a Foreign Service party). The first one means that you were carried off by force and possibly raped, while the correct one of course means you're starved (for food, that is...).

While reading, it is easy to misinterpret casual (happening by chance; offhand) for causal (implying a cause) because they look so similar. A word like fulsome can evoke visions of a buxom woman, but it actually means offensive to good taste, especially as being excessive: gross. Fungo has nothing to do with mold, it is (in baseball lingo) a ball tossed into the air by the batter and hit as it comes down. Expurgate does not mean to throw up, as I used to think; it is "to amend by removing offensive or objectionable matter or to cleanse of moral offensiveness". Bucolic has nothing to do with babies who keep parents up every night screaming about gas pains (colic); it is an adjective defined as "of shepherds: pastoral — rustic, unsophisticated". The list goes on ad infinitum.

So be careful about the sounds emanating — oops, I mean emanating from your mouth and don't commit the sin of malapropism (act or habit of misusing words that are similar in sound). (Mrs. Malaprop was a character in Sheridan's *The Rivals* (1775), noted for her misapplication of words.)

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# IGLESIAS AT ASU



by Miguel Mitchell

"The legend has begun." Yuck. Parking was already difficult at seven. By eight, the Activities Center was filling with what may have been the largest concclave of Arizona Latinos ever. AGSIM was well represented too—I counted 27 T-birds, maybe a record congregation for the "badlands" south of Duniap.

This was no regular Tempe concert. Primed by lots of local media and a nite-before appearance on Carson, the crowd couldn't stand it. At least fifty floral arrangements waited to be placed at his feet. Popcorn. Hot dogs. T-shirts. Programs. And a pin: Julio Iglesias: the legend has begun. A far cry from the time I last saw Iglesias in concert, in Honduras in 1975.

Has Julio gone pop?? He enters, makes a Hindu reverence and says (in English): "Don't ask me any questions, because I going to sing all nite." He did, well for an hour and a half, going thru such pieces: "Molendo Cafe," "La Flor de la Canela," "Amor, Amor," "Canto a Galicia," (in his father's native gallego) and "A Kiss is Just a Kiss."

But it was not the same. The old standby pieces (usually Mexican songs from the 40's) were neglected in favor of newer ones. This reviewer believes the audience felt let down. Julio's monologue was mostly English—his lyrics a weird multilingual blend suspiciously tailored for all peoples. He finally gestured a kiss to the Arizona soil. John Paul II? No, Julio Iglesias.

I left the Activities Center glad I saw the concert, but seriously wondering about the future value of my damn or so J.I. lp's.

If the aircraft industry had evolved as spectacularly as the computer industry over the past 25 years, a Boeing 767 would cost \$300 today, and it would circle the globe in 20 minutes on five gallons of fuel.

-Hoo-min D. Toong and Amar Gupta  
(Scientific American Dec. '82)

## An African Baptism

One of the happiest and most important happenings in the life of an African Hausa family is the birth of a baby. Unlike our custom of choosing a name for the baby soon after birth the Hausa baby is not given his/her name until seven days after birth when the "suma" (naming ceremony) or "baptism" is celebrated. This is a grand event celebrated all day long to which all the friends and neighbors of the happy parents are invited. Since the "suma" is always seven days after the birth everyone is aware of the date but by way of formal invitation kola nuts, dates, or small candles are distributed the day before the "suma" to all who are invited. When the big day arrives the family and close friends of the new parents arise early to begin preparing food for the celebration. Mats are set out for the guests and if not available a cassette radio is borrowed to play music for the celebration. As the guests begin to arrive, dressed in their best clothes, the women are ushered into the house to visit with the mother and baby, whose name we learn is Ramatou, and the men stay outside together to visit and talk among themselves. When the food is served it is not the usual fare of millet and sauce but a varied platter of rice and macaroni with a meat sauce. After the platters of food have been cleared away visiting continues and dancing among the women begins. For close friends and family this celebration lasts until the sun sets. As the day ends the "suma" is over and the new member, Ramatou, has been formally welcomed into the family.

## "The Source"

from p. 1

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## 2nd International Soccer Match North Americans 3, Latinos 1

Alejandro Gutierrez

With the attendance of a very enthusiastic crowd and the participation of the "Latino" and "North American" teams, the soccer-filled afternoon last Saturday could not have been better.

On this occasion the victory went to the "North American" team, which was co-captained by Art Hansell and Steve Reilly. The close score of 3 to 1 (the third goal was a penalty!) had everyone on their feet for the entire duration of the game. Amidst some very rough plays (which were not ill-intentioned!) and great technical abilities demonstrated by both teams, the match left everybody with anticipation for future games.

A two-day round-robin tournament is in the final stages of preparation for the upcoming weekend. The idea is to have four teams: Norwegians, Latinos, North Americans and Western Europeans (Asia and Africa are welcome to get a team together!) to play a mini-world cup tournament.

The first two games are scheduled for Saturday, April 23, at 1:00 pm and 3:00 pm with the "finals" the next day at the same times. Meanwhile, representatives of the four teams are in the process of determining the rules, referees and other "highly" technical soccer matters to assure a total success of the event.

So, keep an eye open for definite game schedules and try to be there to support your favorite team/player.

Note: The Norwegians had a "practice" game against their A.S.U. compatriots in preparation for their excellent party that night, and wiped them off the field to the tune of 6 goals to 1. Bravo!

Consistency is the last refuge  
of the unimaginative.

—Oscar Wilde

# THUNDERRUN

Saturday, April 30th is the date for this year's IBW-sponsored Thunderrun for Save the Children. There will be two races: the 5K Funrun (just over 3 miles) which starts at 8:00 A.M., and the 10K Thunderrun (just under 6.25 miles) which starts at 8:30 A.M. The entry fee for the race is \$7.00 if received before April 23, \$8.00 if received after April 23, and entry forms are available through Sandy Hinshaw at 978-7442. There will be T-shirts for all participants, and awards for the top finishers in their respective categories. If you don't want to run, but would like to assist in passing out water or timing runners as they pass the aid stations or finish line, please call Jane Siebels at 978-7537.

Coach Fartlek Phlash's Tips for Trainers  
Week #2

### Former Beginners

By this time we should be ready to think in terms of distance instead of just time. This week try to run a 4-mile run in addition to the three 30-minute runs. Around Glendale it is about 1 mile between stop lights at major intersections, so "once around the block" is about 4 miles. If we can do four miles this week and 5 miles next week (in a single run) we should be able to complete the 6.21-mile Thunderrun April 30th.

### Advanced Program

This week the topic is "what should I think about while I run?" Some of the major distance runners prefer to think of specific things to regulate their pace. Some road-racers have a favorite repertoire of songs they hum off-key to maintain a good rhythm. One world-class marathoner envisions himself constructing a house in fast-motion to take his mind off the drudgery of the road. ...Other accomplished marathoner carries a mesquite branch and v/hips his thighs until they bleed. Personally, I find most of this unnecessary in Arizona because the environment is attractive enough to merit my full attention. For example, in a 40-minute run I spend about 30 minutes appreciating Glendale (dodging beer cans thrown by enthusiastic motorists, removing canine mandibles from my ankles, and hurdling gopher holes). If you have a favorite way to pass the time while you run, let me know by dropping it off at the Das Tor office.

Coach Fartlek Phlash

## OFF THE WALL

The Stegosaurus Was A Dinosaur With A Brain The Size of A Walnut. In Fact, It Was So Stupid, That It Had A Second Brain In Its Spine To Tell It When To Wag Its Tail.

Pubescent model/actress Brooke Shields on the eternal question of morality:

Smoking kills. If you're killed, you've lost a very important part of your life."

(Omni, December, 1981)

## Brush Up Your English

T.S. Watt

I take it you already know  
Of tough and bough and cough  
and dough?

Others may stumble, but not  
you.

Oh hiccough, thorough, lough  
and through.

Well done! And now you wish  
Perhaps

To learn of less familiar  
traps?

Beware of beard, a dreadful  
word

That looks like beard and  
sounds like bird.

And dead: it's said like bed  
not bead -

For goodness sake don't call it  
"dead".

Watch out for meat and great  
and threat

(They rhyme with suite and  
straight and debt).

A moth is not a moth in  
mother

Nor both in bother, broth in  
brother.

And here is not a match for  
there.

Nor dear and fear for bear  
and pear.

And then there's dose and  
rose and lose -

Just look them up - and goose  
and choose.

And cork and work and card  
and ward.

And font and front and word  
and sword.

And do and go and thwart and  
cart.

Come, Come, I've hardly  
made a start!

A dreadful language? Man  
alive,

I'd mastered it when I was  
five!

## RUNE-SORE-BEES

Room Service: Merry, rune-sore-bees.  
Hotel Guest: Oh, sorry, I thought I dialed  
room service.

BE: Rye, rune-sore-bees. Merry. Djenjab  
to order nutmeg?

BE: I'd like some bacon and eggs.

BE: Oh July then?

BE: What?

BE: Aches. Oh July then? Fry, boy,

poach...

BE: Oh, the eggs? How do I like them?

BE: Oh July these huycoms? Cream?

BE: Crisp will be fine.

BE: Okay, as Santes?

BE: What?

BE: Santes? July Santes?

BE: Ugh, I don't know ... I don't think so.

BE: No? Just one last?

BE: Look, I really feel bad about this, but

I just don't know what July-one-bee  
means. I'm sorry.

BE: Trust! Trust! Why Djow Das-Juan  
tea? Or how english mapping we  
butter?

BE: English maffin! I've got it! Trust!  
You were saying trust? Fine. An english  
maffin will be fine.

BE: We butter?

BE: No, just put the butter on the side.

BE: What?

BE: I'm sorry, I meant butter ... butter on  
the side.

BE: Copy?

BE: I feel terrible about this but ...

BE: Copy, copy ... tea, milk?

BE: Coffee! You coffee please! And that's  
all.

BE: One minute. Ass rune terrible (tm.  
36) Strange aches, cream huycoms,  
teeny english mapping we butter honey  
sigs, as copy ... Rye?

BE: Whatever you say.

BE: Okay, Trust/herryrummy.

BE: You're welcome.

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