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## **Media Release**

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For Immediate Release---for more information contact Dennis Schrag 866-351-6510

### **Schrag Returns to Hong Kong Executive MBA Entrepreneurial Course**

Dr. Dennis Schrag, President of The Longview Group, has been selected to teach at the University of Iowa Executive MBA Hong Kong program in August 2011. Schrag will teach the Entrepreneurship and Innovation course.

The University of Iowa Executive MBA program is one of the most respected American university educational offerings in Hong Kong. The program differs from other international university offerings because current full-time on campus faculty teach in Hong Kong.

The course format is very concentrated. The students, mostly Asian business executives, attend classes during a compressed two-week period. Working in teams, the students will experience the rigors of planning and starting a new American business.

Schrag is President of The Longview Group, a consulting and training organization that specializes in services to professional design firms, like consulting engineers and architects, nationally.

He is also on the faculty of The University of Iowa, Tippie College of Business. His teaching includes courses in management, consulting, marketing, business persuasion, human resources, and entrepreneurial studies.