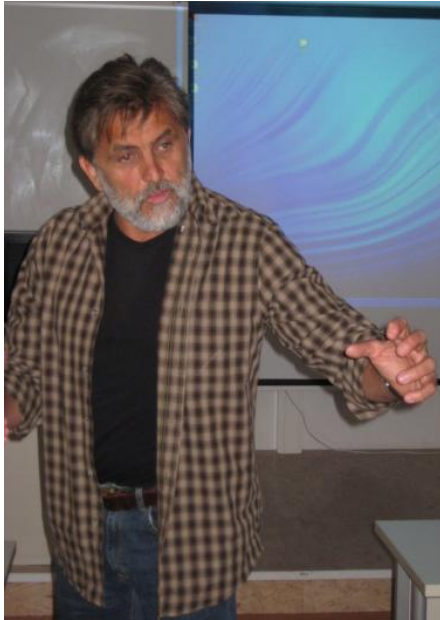




Lecture by Zvone Šeruga, a worldwide traveller and adventurer

On 14 April 2009 ISSBS students of the programme Business in Modern Society had a chance to participate in a lecture given by a worldwide famous traveller and adventurer, Zvone Šeruga. In the framework of the course Business Communication, Mr. Šeruga in a very interesting and attractive way introduced students to intercultural communication and communication in non-Western societies.



In the picture: Zvone Šeruga

International School for Social and Business Studies (ISSBS) aims to include various field experts in its study process since they can significantly contribute to students' better understanding of theory.

Mr. Šeruga is a well-known adventurer, photographer, freelance journalist and traveller. The purpose of his lecture was to talk about intercultural communication and stress the importance of non-verbal communication in any society, urban and tribal, Eastern and Western.

With his knowledge, experience, vivid narration, deep voice and positive attitude to his work, Mr. Šeruga made a deep impression on students and other participants. He gave an important advice to his audience, namely that a smile and positive attitude without prejudice are key factors for successful intercultural and non-verbal communication.



In the picture: Students of the programme Business in Modern Society