

LUTER LECTURE SERIES



Thursday, January 28, 6:00 - 7:30 p.m.

Location: Music and Theater Hall

Reception to follow in the Music and Theater Lobby

The Guerrilla Entrepreneur

Mr. David Hancock

Founder, Morgan James Publishing



David Hancock is the Founder of Morgan James Publishing and Chairman of Guerrilla Marketing International. He has co-authored twelve books including "Guerrilla Marketing for Writers", "The Entrepreneurial Author" and "Performance Driven Thinking". NASDAQ cites Mr. Hancock as one of the world's most prestigious business leaders and is reported to be the future of publishing.

Mr. Hancock also serves on the Executive Board for Habitat for Humanity Peninsula and Greater Williamsburg. And is Chairman of the Board of the National Center for the Prevention of Community Violence.

Luter School of Business
Cultivating Liberally Educated Business Leaders