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## Marketing mahaguru in town for lectures

**CARLOS GHOSN** is called "Le Cost Killer" by his industry peers for good reason.

He is the man known for his radical and unorthodox methods that challenge traditional business practices in order to turn around ailing companies and bring them back to be profitable entities and into leadership positions in record time.

The Khazanah Global Lectures (KGL) organised by Khazanah Nasional Berhad, will feature the last lecture under the Khazanah Merdeka Series with a dinner-lecture by this renowned "business turning-around guru" on Friday.

Ghosn, the president and CEO of both Nissan Motor Co Ltd (Nissan) and Renault SA (Renault) is credited for returning Nissan into the black within five years after putting in place several radical strategies and making tough business

decisions that have now also put Nissan



among the leading global automotive group.

Currently, Nissan and Renault have a combined annual sale of 6.1 million vehicles. Prior to joining Nissan, Ghosn was also responsible for the successful turnaround of Renault in France and Michelin's US operations.

Born in Brazil to Lebanese parents and raised in France, Ghosn is the quintessential global businessman – he possesses over a quarter of a century of automotive industry knowledge and experience across four continents.

He offers indispensable insights into this trade as well as overall management of business and human capital.

Local business leaders attending the lecture and local university students watching the lecture via live-cast will also benefit from his experience in cross-cultural management and human capital development.

Ghosn will also be touching on operating a business in the emerging markets of China, India and Asean, and Malaysia's positioning in the emerging markets.

Besides the local business leaders attending the dinner lecture, the future generation of business leaders will also have the opportunity to listen as the event will be broadcasted to Universiti Malaya, Universiti Putra Malaysia, Universiti Teknologi Malaysia and Universiti Tenaga.