

NEWS

Share in USB thought leadership

The USB has launched a brand-new website that offers fresh content, fast navigation and an easy read to members of the USB community – alumni, business friends, managers and students.

“With the communication overload of today, people have become extremely discerning in the choices they make on a daily basis. The USB as an organisation competes for the attention of our alumni, business clients, students and other stakeholders. These people are used to accessing useful information from the web,” says Marietjie Wepener, head of USB’s Marketing and Communication.

“We trust that we add value to the professional lives of our stakeholders by sharing the type of information and thought leadership on our **WEBSITE** that people expect from a leading business school.”

The web content has been re-written in a modern style, which is much more concise and to the point than before. Duplications have been removed and replaced by cross-links, explains Clayton Swart, who is managing the content of the USB website.

■ Visit the USB WEBSITE: www.usb.ac.za

The USB website hosts a new **MULTIMEDIA** page where videos, PowerPoint presentations, audio clips, PDF articles and photographs can be accessed.

“Today, geographic location is no longer a restriction to accessing USB research and academic know-how – which we like to call thought leadership. People no longer physically have to attend a seminar, talk or workshop; they can keep in touch by visiting our site and access it remotely,” says Martin Butler, USB’s senior information systems lecturer.

“We know about a few people in the UK who regularly download clips of our Leader’s Angle talks. There is also a lot of traffic to our *Agenda* and *Leaders’ Lab* articles. Another advantage of the new website is that it is much easier and quicker to navigate, and there are more pictures,” says Ilse Munnik, who heads up the web and multimedia section at USB.

■ Visit our **MULTIMEDIA PAGE** at:

www.usb.ac.za/multimedia

■ Visit our **PICTURE** space at: www.usb.ac.za/pics



^ Multimedia page – access thought leadership remotely

< New website – what you expect from a leading business school

Along with the new website, a new **ELECTRONIC NEWSLETTER** – USB E-News – has been developed, which is in line with the latest thinking around newsletters. It is much shorter than before, can be scanned for interesting content and has been developed according to busy executives’ reading behaviour, says Wepener.

■ Subscribe to our **NEWSLETTER** if you do not already receive it. Access the latest issue: www.usb.ac.za/newsletter

The USB has introduced a new **MOBILE NUMBER** for quick feedback and communication with the USB.

■ Send us an SMS MESSAGE on 39841 (standard rates apply).