

**T**HE INTERDISCIPLINARY CENTER HERZLIA  
**The Arison School of Business**

To: Whom it May Concern  
Date: February 15, 2010  
Subject: Mr. Madi Nassimian

Dear Sir/Madam,

I have the pleasure in writing this recommendation letter for Mr. Madi Nassimian, who gave an excellent guest lecture on Developing Business strategy through the internet.

Mr Nassimian gave his lecture in the yearly marketing seminar I conduct in the international business school at the Interdisciplinary Center Herzliya. The seminar is mandatory for students' in their final year of studies specializing in marketing. In the seminar, students are working with a cooperation of real companies in the domestic and international markets. The students' missions are to prepare strategic and tactics plans for the companies according to their business and marketing challenge they address. Thus developing strategies that are aided or involved the internet is most relevant.

Madi in his lecture demonstrated full control in the material, was updated and practical. The students and me found the lecture of contribution and enjoyable.

I am convinced that Mr Nassimian can contribute with his lecture to many organizations in the industry that are looking to use the internet more effectively and efficiently as a business platform.

Sincerely



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