

2007 Outstanding Professor Lecture

LOCATION, LOCATION, LOCATION.

DR. ZVI DREZNER,

Cal State Fullerton's Outstanding Professor, will present an historical overview of location theory, examples of location problems used in the classroom, and examples of his research results.

Location theory researchers investigate questions such as:

- Where to locate a new school, hospital, fire station or a post office?
- Where to locate a new airport?
- Suppose Starbucks wishes to add five outlets in Fullerton. Where should these be located?

Monday, April 16, 2007 ■ 11:00 a.m. ■ Titan Student Union Pavilions

Reception immediately following

