

## BURSON-MARSTELLER

Scott D. Seligman  
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Scott Seligman has a thorough understanding of the intricate art of doing business in the People's Republic of China, Taiwan and Hong Kong. He has counseled many leading corporations on planning and implementing communications programs for these markets.

Mr. Seligman is the Hong Kong-based vice president and director of client services for Burson-Marsteller China Ltd. Based in Chicago, he acquired extensive experience in financial relations, employee communications, public affairs, issues management and marketing communications.

Before joining Burson-Marsteller, Mr. Seligman worked for six years at the National Council for U.S.-China Trade (now the U.S.-China Business Council) as director of development and government relations in Washington, and as manager of the Council's Beijing office.

A graduate of Princeton, Mr. Seligman earned his master's degree at Harvard University. He is the author of a number of articles on corporate and product promotion in China and co-author of Barron's "Chinese at a Glance," a Chinese language phrasebook for travelers. His latest book, "Dealing With the Chinese," is due to be published by Warner Books in July, 1989.