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Noreena Hertz holds a Bachelor of Arts in philosophy and economics from University College London, a Master of Business Administration from the Wharton School of the University of Pennsylvania and a Ph.D. from the University of Cambridge.

She began her career as a Russia expert and worked for the International Finance Corporation in 1992, advising the Russian government on its economic reform. With the critically acclaimed publication of "The Silent Takeover" in 2001, Noreena Hertz became recognised as one of the world's leading experts on economic globalisation and its impact on multinational corporations. Her ideas on development as outlined in her most recent book "IOU: The Debt Threat and Why We Must Defuse It", have been taken up by governments in countries as diverse as the United Kingdom, Finland and Tanzania. In 2002, Noreena Hertz was the Visiting Miliband Fellow at the London School of Economics and in 2004, she was elected the CIBAM Distinguished Fellow at the University of Cambridge. Most recently, Noreena Hertz has been made Professor of Global Political Economy at Utrecht University, where she holds the Belle Van Zuylen Chair.

Besides a heavy broad-casting and academic schedule, she regularly takes part in debates and panels with leading government ministers, prime ministers, presidents and public figures.

Theses
**Corporations Under
 Attack: Why CEOs Have
 to Understand the
 Changing Nature of
 Politics and Protest**

Corporations are under attack like never before from NGOs, pressure groups, activists, and concerned consumers.

These attacks will persist and will become increasingly sophisticated with legal challenges being ever more used.

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At the same time, the international regulatory environment will increasingly reflect activists' and NGO's concerns with regard to labour, environmental as well as health and safety standards.

The combination of the attacking forces and the changing regulatory environment will have an increasingly significant and visible impact on reputation and operating risk, and therefore the bottom line.

In order to "win" in this new business environment, companies will need to not only understand it but also master it. This session will give business leaders the tools to do both.