

*American Friends of the Jerusalem College of Technology*

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Dear Friends:

The approaching holidays of Rosh Hashanah and Yom Kippur mark a time for renewal and reflection. We, as members of the Jewish community the world over, reflect upon our deeds of the past year and renew our commitment to Jewish awareness and values.

In this spirit, the American Friends of the Jerusalem College of Technology is pleased to send you the enclosed pamphlet, *Business Ethics in the Market Place*, written by Dr. Meir Tamari. As you will see, using as a springboard the confessional checklist contained in "Al Chet," the pamphlet contains an innovative, thoughtful and enlightening summary of concepts and themes of Jewish business ethics. Dr. Tamari is the Founder and President of the Business Ethics Center at the Jerusalem College of Technology (JCT). Prior to the founding of the Center in 1992, South-African born Dr. Tamari served as Chief Economist in the Office of the Governor of the Bank of Israel. He has served as a consultant to government bodies in the United States, UK, France, South Africa and the World Bank.

By way of background, JCT is one of Israel's accredited schools of engineering, and the only one in Jerusalem. JCT graduates over 10% of Israel's high-tech engineers and 60% of its electro-optic engineers. What truly makes JCT unique, however, is that JCT integrates advanced studies in Torah with technical studies. JCT graduates through its men's institute, Machon Lev, engineers, managers and industrial leaders who are committed to Israel's future as both a Jewish state and a world technological leader. JCT is inclusive. To accommodate women who wish to study engineering while maintaining their role within the Jewish family, JCT established Machon Tal, the Women's School of Engineering in 1999. JCT actively reaches out to young people from Israel's Ethiopian community through our "Ethiopians for Engineers" program and to the Haredi community by establishing special academic programs to enable them to enter Israel's technological workforce.

We hope this pamphlet will enhance the upcoming holidays by providing insight into Judaism's approach to contemporary ethical dilemmas. JCT is privileged to promote the study of Jewish ethical values as well as its technological expertise. JCT needs your support so that we may continue to produce high-tech personnel who are at the same time deeply committed to Jewish values. All contributions are tax deductible to the extent allowed by law.

For further information, please contact Moshe Jacobs, Executive Director of the American Friends of the Jerusalem College of Technology, at 212 562 5620. You may also visit our website, [www.friendsofjct.org](http://www.friendsofjct.org).

Wishing you a healthy and prosperous New Year,

Aurora Cassirer, President  
Melvin Weinberg, Vice President  
American Friends of the Jerusalem College of Technology

