

## Target Text

# Yasser Hareb

Yasser Hareb is an author and a prominent author and media person from United Arab Emirates, Dubai . His books come in the top of the books list. The last book he wrote was take your shoes off, which is given by the world famous novelist Paulo Coelho. His father is the Doctor Seed Hareb. Yasser is a co-founder of the Global forum “Promoting Peace in Muslim Societies” that is happen every years in Abu Dhabi.

## **His Books :**

Hareb published the first book “Nahw Fikr jaded,Toward New Thinking” in 2006. Since then, his books continued in the top list such as;Piacasso and Starbucks in 2011, Al-Abead Al Jodad 2013 and Akla Hathak in 2015 by Coelhe.

## **Quotations:**

“The society that have members compete to buy books will outperform on the society their members compete to buy phones”

“The freedom dose not come to people ,it is the people whom elevate to the freedom levels”

“If the truth is a wagon so the dream is a horse who led the wagon”

“The simple people do not looking at things as possessor but they look at them as amused”

## **Articles:**

Hareb wrote articles and wrote to many newspapers in Middle East since 2004(,) such as AlBayan newspaper in ( UAE), Gulf News in (UAE), Alwast newspaper in (Bahrian) ,Alsharga newspaper in(SA) and Alwaten newspaper in (Egypt)

## **TV Programs:**

Yasser Hareb was the host of “few word have ideas” programma , it is about self-improvement, personal and social development that was show every years in Ramadan . It presents the techniques and scientific tools to development the audience’s skills also it aims to promoting the positive side of changing in society .However, it televised for five seasons in the Middle East and in many television channels also in internet. He provided “for a moment” programme that was show in MBC channel in 2016 Ramadan.

## **Positions and Experiences :**

Yasser Hareb has work in several positions at the Mohammed bin Rashid AlMaktoum Foundation ,the most two were Chief Executive Officer and Vice-chairman of Cultured and Education. Befor that , he hold the position of Director of special projects in the Executive Office of his royal highness Sheikh Mohammed bin Rashid AlMaktoum . He was Secretary-general of the Arab Strategic Forum and Director of Operations at the Dubai Institute for Human Development.

He is the co-founder of several pioneering programs, the most two are “Translation” and “Writing”. The translation program was the important program for translation in Arabic world in 2007, this has stimulated translation in the region, which contributed to translate more than 1000 books into Arabic. The program trained a lot of Arabic translator and establishing several publishing house specialized in translating books into Arabic . In the other hand, the writing program is one of the most important program to encourage and motivate young talents in writing and authoring ,also help them to make their way in the world of literature and culture. He is a member of the executive board of the Council of Muslim Sages, the international body of prominent muslim scholars which founded to confront the conflicts and divisions in Muslim Societies. He involved in the establishment of “The Forum for Promoting Peace in Muslim Societies” the annual

gathering of leading thinkers from different places in the world that aims to deal with conflicts in Islamic people. The forum was praised by President Obama and UN Secretary-General Ban Ki-moon.

## **Qualifications:**

Yasser Hareb has a bachelor in information systems, and is a graduate from several leadership programs.

- Bachelor of Information Systems from the University of the United Arab Emirates.
- Mohammed bin Rashid Al Maktoum Leadership Development Program.
- INSEAD Program for Young Leaders.
- INSEAD Blue Ocean Strategy