December 2017 Highlights



In December, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 1,735 times in top media outlets across the U.S. and around the globe. Please see below for a sampling of the coverage in top media outlets this month:

**Stanford GSB in the News**

* [Stanford Error Exposes Data of 10,000 Current, Former Employees](https://www.wsj.com/articles/stanford-error-exposes-data-of-10-000-current-former-employees-1512129600)

The Wall Street Journal - December 1, 2017 – Stanfortd University has acknowledged three data-privacy errors in two weeks including a financial aid privacy breach at the GSB.

* [GSB Dean Apologizes For Data Mishaps](https://poetsandquants.com/2017/12/02/gsb-dean-apologizes-for-data-mishaps/)

Poets & Quants - December 2, 2017 - The dean of Stanford’s Graduate School of Business has publicly apologized to students, faculty and staff for how the school has handled access to confidential student and staff data on computer servers.

* [MBAs Increasingly Turning To Jobs In Tech](https://poetsandquants.com/2017/12/02/mbas-increasingly-turning-to-jobs-in-tech/)  
  Poets & Quants - December 3, 2017 - Yossi Feinberg is Senior Associate Dean for Academic Affairs at Stanford University’s Graduate School of Business. Feinberg tells *Financial Times*that MBAs are crucial to the growth and long-term sustainability of tech companies.
* [FT 2017 top 20 Business Schools in the Americas and Asia-Pacific](https://www.ft.com/content/2a9bdebe-cbbf-11e7-8536-d321d0d897a3) Financial Times - December 3, 2017 - For the first time, the FT publishes US rankings alongside the European tables. In a composite rating of MBA, eMBA, MiM, and executive education programs, Stanford GSB is ranked #10 in the US.
* [Former Facebook VP Says Social Media is Destroying Society With ‘Dopamine-Driven Feedback Loops’](https://www.washingtonpost.com/news/the-switch/wp/2017/12/12/former-facebook-vp-says-social-media-is-destroying-society-with-dopamine-driven-feedback-loops/?utm_term=.2ea232087edb)The Washington Post - December 12, 2017 - Palihapitiya, a venture capitalist and part owner of the Golden State Warriors, made his remarks at a talk for Stanford Graduate School of Business students in November.
* [Stanford MBA Pay This Year In One Word: WOW!](https://poetsandquants.com/2017/12/13/stanford-mba-pay-this-year-in-one-word-wow/)

Poets & Quants – December 13, 2017 – Students who graduated from Stanford University’s Graduate School of Business this year can rightly boast of being among the most highly compensated MBAs in history.

* [Can Stanford MBA Grads’ Pay Climb Any Higher?](https://www.clearadmit.com/2017/12/can-stanford-mba-grads-pay-climb-higher/)

Clear Admit - December 13, 2017 – Stanford GSB’s 2017 employment report—released today—reveals record-breaking salaries for the third year in a row.

* [The Philosophy that Could Have Stopped Silicon Valley’s Crisis of Conscience Before it Started](https://qz.com/1161704/silicon-valley-elite-from-companies-like-facebook-and-google-are-soothing-their-consciences-at-californias-esalen-institute/)

Quartz - December 20, 2017 - Chamath Palihapitya in a November talk to Stanford Business School graduates admitted to feeling “tremendous guilt” over his part in creating tools that “program” society and erode “the core foundations of how people behave.”

* [Business Schools Now Teaching #MeToo, N.F.L. Protests and Trump](https://www.nytimes.com/2017/12/25/business/mba-business-school-ethics.html)

The New York Times - December 25, 2017 - The way that some business schools are responding is by drawing on the social sciences, like behavioral economics and psychology. The Stanford Graduate School of Business’s ethics class is taught by two political scientists, one an expert in behavior and the other in game theory. Quotes lecturer Fern Mandelbaum.

**Faculty and Research in the News**

* [Promoting Yourself: The Rules of Success](http://www.livemint.com/Leisure/gHQ9uZQVDld0pHeeOlnKMN/Promoting-yourself-the-rules-of-success.html)LiveMint – December 3, 2017 - In his book *Power: Why Some Have It And Some Don’t*, Jeffrey Pfeffer, professor of organizational behaviour at Stanford’s Graduate School of Business, says it’s not enough to presume that success is based on the quality of your work.
* [Business School: European School Ranking; How to Lead; Being Kind](https://www.ft.com/content/de8edd14-d8ed-11e7-a039-c64b1c09b482)

The Financial Times - December 4, 2017 - Keith Hennessey, lecturer at Stanford’s Graduate School of Business**,** recommends useful FT articles in this week’s Professor’s Picks.

* [Can Business Schools Make Companies Ethical?](https://www.fastcompany.com/40508606/can-business-schools-make-companies-ethical)

Fast Company - December 15, 2017 - Stanford University has been ahead of the curve on corporate social responsibility and environmental sustainability. “We’ve basically been doing it since the 1960s,” says Neil Malhotra, director of Stanford’s Center for Social Innovation.

* [Want to Increase Your Presence? Start by Telling One of These Stories](https://www.inc.com/deborah-grayson-riegel/want-to-be-an-unforgettable-leader-practice-this-1-skill.html)

Inc. - December 18, 2017 - According to marketing professor Jennifer Aaker at Stanford GSB, stories are remembered up to 22 times more than facts alone. Also cites book coauthored by faculty member Chip Heath.

* [A Crash Course in Understanding the Relationship Economy](https://www.cio.com/article/3243989/leadership-management/a-crash-course-in-understanding-the-relationship-economy.html)

CIO - December 20, 2017 - Chip Heath, a professor at Stanford’s Graduate School of Business, and Dan Heath, senior fellow at Duke University’s CASE Center, explore why certain brief experiences can jolt us, elevate us and change us.

* [5 Tips to Keep Your Financial Resolutions on Track](https://www.cbsnews.com/news/5-tips-to-keep-your-financial-resolutions-on-track/)

CBSNews - December 27, 2017 - People are more often influenced by stories than by facts and figures, according to Jennifer Aaker, a marketing professor at the Stanford Graduate School of Business.

* [The Best Thing I Read All Year — 2017](https://www.ft.com/content/ccffff2e-ceac-11e7-b781-794ce08b24dc)The Financial Times - December 20, 2017 - Yossi Feinberg, Senior Associate Dean for Academic Affairs at Stanford University’s Graduate School of Business, is featured in the FT’s 2017 book recommendations from key business school figures.
* [Why B-Schools Are Tackling Social Issues](https://poetsandquants.com/2017/12/30/why-b-schools-are-tackling-social-issues/)

Poets & Quants - December 30, 2017 – Cites Dec. 25 *New York Times* story (see above): Fern Mandelbaum is a venture capitalist and will be teaching a new class at Stanford GSB called Equity by Design: Building Diverse and Inclusive Organizations.

**Alumni and Students in the News**

* [Unleashing Your Company's Greatest Assets](https://www.inc.com/bill-carmody/unleashing-your-companys-greatest-assets.html)  
  Inc. - December 1, 2017 - Launched by U.S. Navy vets Zach Scheel and Drew DeWalt, both of whom are also grads of the Stanford Graduate School of Business, the Rhumbix platform was not only inspired by military technology but the company incorporates many of the organizational elements the two entrepreneurs took from their time in the Navy.
* [Hidden Figures: Inside Jenny Abramson's Female First VC Fund](https://www.forbes.com/sites/ashleaebeling/2017/12/06/jenny-abramsons-rethink-impact-is-betting-on-female-founders/" \l "1acb81275383)

Forbes - December 5, 2017 - “We're trying to build a new breed of VC firm,'' says Heidi Patel, a 42-year-old Stanford MBA who has spent most of her career in impact investing.

* [Woman to Watch: Executive and Philanthropist Laurene Powell Jobs](https://born2invest.com/articles/executive-laurene-powell-jobs/)Born2Invest - December 9, 2017 - Laurene Powell Jobs worked for Merrill Lynch Asset Management before heading to the Stanford Graduate School of Business to study and earn her master’s degree.
* [The Most Successful Startups Have Hands-on Founders](http://www.forbesindia.com/article/harvard-business-school/the-most-successful-startups-have-handson-founders/48835/1)Forbes India - December 11, 2017 - In studying 100 founders of Indian software companies, a study found that those who exert more hands-on management run better-performing companies. Coauthor of the study includes doctoral student Solene M. Delecourt from Stanford’s Graduate School of Business.
* [WOW Names Telecom Veteran Teresa Elder as New CEO](https://www.cedmagazine.com/news/2017/12/wow-names-telecom-veteran-teresa-elder-new-ceo)

Consumer Electronics Daily - December 18, 2017 - Teresa Elder earned an MS in Management from the Stanford University Graduate School of Business, where she was class president and a Sloan Fellow.

* [Aspect Ventures Promotes Lauren Kolodny to Partner](https://techcrunch.com/2017/12/19/aspect-ventures-promotes-lauren-kolodny-to-partner/?ncid=rss)Tech Crunch - December 19, 2017 – Lauren Kolodny has a Stanford MBA and got to know Aspect Ventures co-founder Theresia Gouw through the Brown University trustee community and stayed in touch when she moved out west to go to Stanford Graduate School of Business.
* [MasterClass CEO David Rogier On The Extreme Power Of Curiosity](https://www.forbes.com/sites/jerylbrunner/2017/12/22/masterclass-ceo-david-rogier-on-the-extreme-power-of-curiosity/" \l "78f86dc574da)

Forbes - December 22, 2017 - David Rogier always loved to ask questions. “I love to learn,” shares the Co-Founder and CEO of MasterClass. Rogier received his MBA from Stanford Graduate School of Business.

* [Our Favorite MBA Startups Of 2017](https://poetsandquants.com/2017/12/28/our-favorite-mba-startups-of-2017/)

Poets & Quants - December 28, 2017 – Branch, an app-linking software company, was born while the co-founders Alex Austin, Mada Seghete, and Mike Molinet were in business school. Guild Education cofounders Brittany Stich and Rachel Carlson both had deep roots in education and pursued a joint MBA/MA in education.

* [10 Things You Didn’t Know About Aneel Bhusri](http://moneyinc.com/10-things-didnt-know-aneel-bhusri/)

Money Inc. - December 28, 2017 - The savvy businessman holds a degree in electrical engineering and economics from Brown University and an MBA from Stanford University.