January 2018 Highlights



In February, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 584 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**

* [Despite Big Barriers, Latino Entrepreneurs Are Outpacing All Others in U.S.](https://www.bizjournals.com/sanjose/news/2018/02/07/despite-big-barriers-latino-entrepreneurs-are.html)

Silicon Valley Business Journal - February 7, 2018 - Latino entrepreneurs are a rising force in the United states, but they still face significant barriers to getting their businesses funded. That was among the takeaways from the Latino Entrepreneurship Initiative at the Stanford Graduate School of Business.

* [A Day in the Life of a Stanford MBA Student](https://poetsandquants.com/2018/02/10/a-day-in-the-life-of-a-stanford-mba-student-2/)

Poets & Quants - February 10, 2018 - For many, business school is a place to change careers. For Stanford MBAs, it is the place to change the world.

* [Stanford GSB Launches Big Data Programme for Senior Leaders](https://economictimes.indiatimes.com/industry/services/education/stanford-gsb-launches-big-data-programme-for-senior-leaders/articleshow/62930915.cms)

Economic Times - February 15, 2018 - Stanford GSB has launched its executive education course on big data. The course, Big Data, Strategic Decisions: Analysis to Action, is meant for senior-level executives, and provides participants the framework to transform data into strategic decisions.

* [Why Leaders Need More Than Just a Bachelor’s Degree](https://execed.economist.com/blog/industry-trends/why-leaders-need-more-just-bachelors-degree)

The Economist - February 15, 2018 - Kristen Moss, assistant dean and director of MBA admissions at the Stanford GSB, explains that it is important for leaders—especially those who desire to reach the C-suite—to continue learning beyond a bachelor’s degree. Moss says, “In the face of an ever-changing business environment, major shifts across industries and an increasingly global economy, leaders need to be continually learning how to keep up with those changes—or better yet, be the driving force of that change.”

* [Cryptocurrencies and Business Schools: Risking It All on Bitcoin](https://www.economist.com/whichmba/cryptocurrencies-and-business-schools-risking-it-all-bitcoin)

The Economist - February 19, 2018 - Only a handful of schools have incorporated the teaching of cryptocurrencies and blockchain into their MBA programmes. Economic technology professor Susan Athey says the course at Stanford will examine the technology that underpins cryptocurrencies and advise on the implications for banking and financial services.

* [Stanford GSB Launches New LEAD Certificate](https://poetsandquantsforexecs.com/2018/02/28/stanford-gsb-launches-new-lead-certificate/)

Poets & Quants - February 28, 2018 - Stanford’s Graduate School of Business announced the launch of its new Stanford LEAD: Personal Leadership Certificate today and gave members of the media a taste of the program participants can expect.

**Faculty and Research in the News**

* [The Fed Has a Rare Chance to Prove It’s Not Wall Street’s Bank](https://ideagrove.egnyte.com/dl/hJdG7oymwt)

Business Insider - Nov 7, 2017 - Finance professor Anat Admati says the departure of William Dudley, president of the Federal Reserve Bank of New York, is “an opportunity to get someone who will do better, who won’t just talk about ‘culture’ but actually try to address the issues and the consequences” of Wall Street’s bad behavior.

* [Facebook, Russian Trolls and the New Era of Information Warfare](https://www.aljazeera.com/blogs/americas/2018/01/facebook-russian-trolls-era-information-warfare-180131135425603.html)

Al Jazeera - February 1, 2018 - Stanford professor Dr. Michal Kosinski argues that information bubbles exist, but the breadth of information the average person today holds is the largest in history. Kosinski says we are the best- informed people in the history of the world.

* [Look Beyond “Culture Fit” When Hiring](http://www.incarabia.com/build/look-beyond-culture-fit-when-hiring/)

Inc. Arabia - February 5, 2018 - Associate professor Amir Goldberg says, “Both academics and practitioners have long thought of cultural machining as a process that should happen at the point of entry—some people fit, some don’t, and both employers and employee should look for matches.”

* [What Can Uber Teach Us About the Gender Pay Gap?](http://freakonomics.com/podcast/what-can-uber-teach-us-about-the-gender-pay-gap/)

Freakonomics - February 6, 2018 - Paul Oyer and Rebecca Diamond of the GSB were interviewed in a podcast about a paper they co-authored exploring the gender earnings gap.

* [AI ‘Gaydar’ Could Compromise LGBTQ People’s Privacy—and Safety](https://www.washingtonpost.com/opinions/ai-gaydar-could-compromise-lgbtq-peoples-privacy--and-safety/2018/02/19/172156bc-126d-11e8-9065-e55346f6de81_story.html?utm_term=.016d737b5ea5)

The Washington Post - February 19, 2018 - JD Schramm, MBA Class of 1978 Lecturer in Organizational Behavior at Stanford GSB, explains that computers are more accurate than humans in detecting human sexual orientation. Schramm cites research from Stanford colleagues Michal Kosinki and Yilun Wang warning that the technology could be a real threat to the safety and privacy of the gay community.

* [How ‘The Lean Startup’ Turned Eric Ries Into an Unlikely Corporate Guru](http://fortune.com/2018/02/22/lean-startup-eric-ries/)

Fortune - February 22, 2018 - Rob Siegel, professor of entrepreneurship at Stanford GSB, comments on the impact Eric Ries has made on the startup landscape. Rob says, “Eric unequivocally has been as impactful on the mindset of startups as anyone else in the last decade.” Tara Ries, a Stanford MBA graduate and Eric’s wife, says “I’m the black sheep of the family, the only one at Thanksgiving without an advanced degree”.

* [The Real Reason Your Company Isn’t Achieving Its Goals](https://www.entrepreneur.com/article/309338?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+entrepreneur%2Flatest+%28Entrepreneur%29&utm_content=Google+Feedfetcher)

Entrepreneur - February 22, 2018 - Lecturer Leah Weiss details the importance of setting clear expectations in the workplace.

* [The Power of a Free Popsicle](https://www.inc.com/stanford-business/chip-heaths-new-book-power-of-moments-shows-how-important-a-free-popsicle-can-be.html)

Inc. - February 23, 2018 - Organizational behavior professor Chip Heath details the value of creating memorable moments for customers and employees.

* [Mindfulness and the Importance of Digital Disengagement](http://www.cmo.com/features/articles/2018/2/18/mindfulness-in-the-digital-age.html#gs.ZF85_gA)

CMO - February 26, 2018 - Management lecturer Dr. Leah Weiss says, “Mindfulness and compassion have to be integrated into culture at the leadership level and then spread throughout a company.”

* [Monkeys Are Drawn to Brands With Sexy Advertising, According to a New Study](https://qz.com/1214387/sex-in-advertising-works-on-monkeys-according-to-a-new-study/)

Quartz - February 28, 2018 - A study conducted by a team of researchers from the Stanford GSB (doctoral studentM. Yavuz Acikalin) and other universities concluded that monkeys are drawn to brands with more attractive advertising.

**Alumni and Students in the News**

* [Inspired by Women in Technology](https://medium.com/@Mr.P/inspired-by-women-in-technology-b8bfbacbbd8b)

Medium - February 3, 2018 - Former Stanford GSB students Jessica (DiLullo) Herrin and Jenny Lefcourt entered a startup pitch competition while studying at Stanford GSB. Their proposed idea was so good, they were told to pursue it immediately and raised funding from Kleiner-Perkins.

* [Small Progress for Women MBA Founders](https://poetsandquants.com/2018/02/06/pqs-top-mba-startups-small-progress-for-women-founders/)

Poets & Quants - February 6, 2018 - Guild Education, founded by Stanford GSB alumni Brittany Stick and Rachel Carlson, ranks 18th on the list of top women-founded MBA startups.

* [Mashtalk: Interview With Billy Gallagher, Author of 'How to Turn Down a Billion Dollars: the Snapchat Story'](https://mashable.com/2018/02/09/snapchat-how-to-turn-down-billion-dollars-mashtalk/#2lJPXVBTtaqc)

Mashable - February 9, 2018 - MBA student and author Billy Gallagher discusses his book and his relationship with Snapchat CEO Evan Spiegel.

* [How Reggie Brown Invented Snapchat](https://techcrunch.com/2018/02/10/the-birth-of-snapchat/)

TechCrunch - February 10, 2018 - Stanford GSB alum Phil Knight and his final paper ‘Can Japanese Sports Shoes Do to German Sports Shoes What Japanese Cameras Did to German Cameras’ are mentioned in a broader article about former Stanford student Reggie Brown.

* [How is Strencom Connecting Customers to the Cloud?](https://www.siliconrepublic.com/companies/tim-murphy-strencom-cloud)

Silicon Republic - February 14, 2018 - Tim Murphy, CEO of Strencom and Stanford GSB alum, details the role leadership and strategy have played in both his career and his position at Strencom.

* [Recent Alumnus Pursues Degrees at Harvard, Stanford](https://www.nyunews.com/2018/02/20/2-21-news-alum/)

Washington Square News - February 21, 2018 - Azizjon Azimi was accepted into the first cohort of Stanford Knight- Hennesy Scholars. Azimi will pursue concurrent degrees at Harvard and Stanford GSB and will split the next three years between the schools.