

In October, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 690 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

- [Memo to Brands: Hispanics Are Ready for Your Love](#)
AdAge – October 20, 2018 – Research from the Stanford Latino Entrepreneurship Initiative (SLEI) found that 86 percent of the growth in small businesses between 2007 and 2012 was driven by latino-owned businesses.
- [Not All Senior Citizens Need Discounts. But All Low-Income People Do.](#)
The Washington Post – October 15, 2018 – A Stanford GSB study tested whether American consumers would pay more for fair-trade coffee at 26 stores. Sales of the coffee that displayed a fair-trade label were 10 percent higher than those of a brand that lacked the seal.
- [Family Offices Are in a Talent Grab for Young Impact Investors](#)
Financial Times – October 14, 2018 – Bernadette Clavier, director of the Center for Social Innovation, is featured in a story focusing on impact investing, family offices, and the recent spike in students interested in this field.
- [What's Really Causing the Obesity Crisis?](#)
Beck Institute – October 4, 2018 – A Stanford GSB study examined consumer behavior before and after calories were posted on menus; it found that customers ordered food with fewer calories when calories were posted.
- [Despite App Declines, Top 25 Schools Still Boost GMAT Averages](#)
Poets & Quants – October 3, 2018 – Though MBA applications fell in the 2017-2018 admissions cycle, average GMAT scores weren't similarly affected. Stanford GSB, along with Wharton, Columbia, and Kellogg have an average score of 732, which puts their scores at the 96th percentile of those who have sat for the GMAT.
- [MBA Applications Decline at Harvard, Wharton, Other Elite Schools as Degree Loses Luster](#)
The Wall Street Journal – October 1, 2018 – A spokeswoman from Stanford GSB said the number of MBA applicants will vary from year to year, but an MBA degree and the Stanford experience remain valuable.

Faculty and Research in the News

- [Soon There May Be More Economists at Tech Companies Than in Policy Schools](#)
Quartz at Work – October 31, 2018 – Professor Susan Athey and co-author Michael Luca delve into the economics of digitization in their paper, *Economists (and Economics) in Tech Companies*.
- [Accepting Toxic Workplaces as Normal Is Dangerous](#)
Quartz at Work – October 30, 2018 – Professor Jeffrey Pfeffer details four things employees working in stress-filled, toxic workplaces can do to take action.
- [The Biggest Mistakes Bosses Make When Making Decisions—and How to Avoid Them](#)
The Wall Street Journal – October 29, 2018 – Professor Robert Sutton says organizations have too many blind spots when it comes to management, and decision-making is a crucial aspect of leadership.
- [Fed Fires Warning Shot at Wall Street's Riskier Loan Deals](#)
Bloomberg – October 25, 2018 – Professor Anat Admati is quoted on the regulatory environment of the banking sector.
- [After the Crash: The Future](#)
BBC World Service - The Compass – October 23, 2018 – Professor Anat Admati discusses the 2008 financial crisis and whether financial innovation is really a good thing.
- [Buy a Promising Small Company and Become Its CEO](#)

- Market Business News – October 22, 2018 – Lecturer Peter Kelly comments on a search fund case study he developed with Professor Grousbeck, Austin Yoder, associate director of entrepreneurial curriculum for the Center for Entrepreneurial Studies (CES), and Sara Rosenthal, senior case writer for CES.
- [Three Ways to Make Your Business More Successful](#)
Entrepreneur Asia Pacific – October 20, 2018 – A study conducted by Professor Kathryn Shaw and Francine Lafontaine suggests entrepreneurship is more of a learned skill, and that a never-say-die attitude can be a big strength of entrepreneurs.
 - [Change Workplace Practices to Improve Health and Longevity](#)
HR Magazine – October 19, 2018 – In his book, *Dying for a Paycheck*, Professor Jeffrey Pfeffer says if employers were committed to changing workplace practices, they could decrease the physical and psychological toll caused by stress at work.
 - [Social vs. Traditional Enterprise Is a False Dichotomy](#)
Forbes – October 17, 2018 – Professor Niel Malhotra writes in a Forbes contributor series about social and traditional enterprises, and how the division between them isn't as clear cut as it might seem.
 - [Woman Compiling MeToo Names Says They're the 'Tip of the Iceberg'](#)
Bloomberg – October 17, 2018 – Professor David Larcker says trustworthy tabulations of the number of men accused of sexual misconduct are important to understanding, and finding ways to correct, the issue. However, real data and hard evidence against allegations is sparse.
 - [Rent Control Boosters and Bashers Both Base Claims on Incomplete Research](#)
San Francisco Public Press – October 17, 2018 – Research by Professors Rebecca Diamond and Timothy McQuade found that San Francisco rent-controlled buildings were about 8 percent more likely to be converted to for-sale tenancy-in-common buildings (condos) compared with those not rent controlled.
 - [An Evening With Anat Admati at the Swedish House of Finance](#)
YouTube – October 17, 2018 – Professor Anat Admati gives a seminar about the corporate governance challenges in the banking sector.
 - [After the Crash: Rethinking Economics](#)
BBC World Service - The Compass – October 16, 2018 – Professor Anat Admati discusses the problems associated with economists taking refuge in theory and saying what people want to hear, while turning a blind-eye to the bad behavior of bankers.
 - [How Much is Your Private Data Worth – and Who Should Own it?](#)
Forbes India (from [Stanford Business Insights](#)) – October 15, 2018 – In their working paper, Professors Christopher Tonetti and Charles Jones study how data is valued, with an eye toward determining what an idea market should look like.
 - [Automation and Employment Debate Takes a New Turn](#)
TechTarget – October 12, 2018 – Professor Jonathan Levav is quoted on automation and future of work trends after participating in a panel discussion at the UiPath Forward Conference.
 - [Are You Being Hijacked by Your Emotions?](#)
Psychology Today – October 11, 2018 – Lecturer Leah Weiss shares three ways to process emotions with attention and intention in order to properly embrace and overcome them in the workplace.
 - [America's Economy Isn't Overheating](#)
The Wall Street Journal – October 9, 2018 – Professor Edward Lazear writes that despite the low unemployment rate of 3.7 percent, the U.S. labor market has some room to expand before it hits full employment.
 - [Bankers' Liability and Risk Taking](#)
VoxEU.org – October 6, 2018 – A study by Professor Peter Koudijs finds that limited liability induces bankers to take more risks.
 - [Can Ad-Skipping Be Good for Advertisers?](#)
Forbes India (from [Stanford Business Insights](#)) – October 3, 2018 – Research by Professors Harikesh Nair and Pedro Gardete found ad-skipping data may encourage creation of more entertaining, or less annoying, ads.
 - [Equipping Leaders to Optimize Their Impact: An Interview With Bill Meehan and Kim Jonker](#)
Forbes – October 3, 2018 – Lecturers Kim Jonker and Bill Meehan discuss their book, *Engine of Impact: Essentials of Strategic Leadership in the Nonprofit Sector*, and how to equip leaders by driving impact.
 - [Big Data Helps Large Firms Grow Even Bigger](#)
Phys.org – October 3, 2018 – In a new study, Professor Juliane Begenau argues that big data helps reduce investors' uncertainty and lowers the cost of capital for large firms relative to small ones.
 - [Elon Musk's Inner Circle Under the Spotlight as He Scrambles to Save Tesla](#)
Telegraph – October 3, 2018 – Professor David Larcker is quoted on the upcoming changes to Tesla's board of directors. See the full article, [here](#).
 - [Be One, Get One: The Importance of Mentorship](#)

Forbes – October 2, 2018 – Lecturer Alyssa Rapp (MBA '05) reflects on her experience as both a mentor and a mentee, and explains the value of mentorship.

Alumni and Students in the News

- [I Went From Consulting at Bain to an MBA at Stanford—Here's My Advice on Getting Accepted](#)
BusinessBecause – October 30, 2018 – Julian Nicks (MBA '19) reflects on his career path and experience applying to Stanford GSB, and offers advice for prospective MBA applicants approaching their essay.
- [A New Start-Up Provides Opportunities for Pakistan's Marginalized](#)
Forbes – October 28, 2018 – Muhammad Mustafa (MSM '17) and Suniya Saadullah Khan founded Mauqa Online. Currently operating in Pakistan, the digital platform matches domestic workers with employers.
- ['It's Like Crack': The Aussie Cheese the US Can't Get Enough Of](#)
The Sydney Morning Herald – October 22, 2018 – Gerard Tuck (MSM '14), attended Stanford GSB to study a gap in the market for Australian style marinated cheese. Tuck and his wife, Susan, founded Chevo, which now sells its cheeses in more than 1000 retailers across the U.S.
- [NALA, Shortlisted for AppsAfrican Innovation Awards](#)
IPP Media – October 16, 2018 – Benjamin Fernandes (MBA '17) founded NALA, a financial technology startup that has been shortlisted for the AppsAfrican Innovation Awards in two categories.
- [Buzzfeed Taps Former Disney Exec Eric W. Muhlheim as New CFO](#)
Variety – October 9, 2018 – BuzzFeed recently hired Eric W. Muhlheim (MBA '96), who previously spent 16 years at the Walt Disney Co., as its new CFO.
- [From Wrightstown to Stanford and Back: Piktorna Plans to Return for Tech Venture](#)
The Times-Villager – October 3, 2018 – USA MBA Fellow Andrew Piktorna, MBA '20, plans to return to Wisconsin after graduation to contribute to the economic development of his home state. View the rest of the article, [here](#).

Global Coverage

Latin America

- [What to Do to Prevent the Desktop From Literally Killing Us](#)
BBC – October 18, 2018 – Professor Jeffrey Pfeffer explains the need for improving toxic work environments as research shows the workplace is one of the main causes of stress.
- [The Consequences of Viral Outrage](#)
Você SA (in Portuguese from [Stanford Business Insights](#)) – October 16, 2018 – Professor Benoît Monin and Takuya Sawaoka, a graduate student at Stanford University, found that while comments against offensive behavior are seen as legitimate as individual remarks, when they multiply they may lead to greater sympathy for the offender.

Europe

- [Economics Professor: Reinvest the Banks' Profits to Make Them More Stable](#)
Sveriges Radio – October 23, 2018 – Professor Anat Admati says a first step to reforming banks would be to force them to reduce their share dividend and instead reinvest the profits to increase equity.
- ['We Are Willfully Blind to the Risks That Banks Take'](#)
Het Financieele Dagblad – October 18, 2018 – Professor Anat Admati discusses regulation of the banking sector, and how we are deliberately blind to the risks big banks regularly take.