In December, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 546 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**

- **How We Can Encourage Innovative Solutions to Poverty and Inequality**  
  Fast Company (from Stanford Business Insights) – December 21, 2018 – The Inaugural Market Shaping Conference at Stanford GSB examined how interventions by governments and private organizations could encourage innovations with massive social impact.
- **Stanford GSB Employment Report Reveals Record Salaries & Employers**  
  Clear Admit – December 20, 2018 – This article shares key highlights about the career paths of Class of 2018 graduates based on Stanford GSB’s 2018 Employment Report.
- **How Stanford GSB Reports on Its Own 2018 MBA Employment Report**  
- **This Year’s ‘Crazy Rich’ Stanford MBAs**  
  Poets&Quants – December 12, 2018 – This article looks at data from Stanford GSB’s 2018 Employment Report and highlights the career paths of Class of 2018 graduates.
- **How Can You Get Accepted into the Stanford MBA?**  
  BusinessBecause – December 11, 2018 – Assistant Dean and Director of MBA Admissions and Financial Aid Kirsten Moss discusses the admissions process and what Stanford GSB looks for in applicants.
- **Interview: Stanford GSB Dean Jon Levin**  
  Poets&Quants – December 10, 2018 – In this exclusive profile, Dean Jonathan Levin highlights his priorities as dean, reflects on the MBA experience at Stanford GSB, and discusses the future of management education.
- **Looking to Double Your Salary? Try an M.B.A.**  
  The Wall Street Journal – December 7, 2018 – A new survey by The Wall Street Journal and Times Higher Education shows that career-switchers significantly increased their pay after completing an MBA program.
- **Uber’s CEO Just Taught a Powerful Lesson in Emotional Intelligence. Here It Is In 5 Words**  
  Inc. – December 6, 2018 – Uber CEO Dara Khosrowshahi spoke at a recent View From The Top at Stanford GSB and addressed the value of respectful authenticity.
- **Latino-Owned Small Businesses Fuel U.S. Economy**  
  BIC Magazine – December 6, 2018 – According to a Stanford GSB study, Latinos are starting businesses more frequently than others, but these businesses are smaller in scale and making less money than their counterparts.

**Faculty and Research in the News**

- **The Work Bonus That Is Way More Important Than Money**  
  CNBC – December 31, 2018 – This article highlights findings from a study coauthored by Professor Nicholas A. Bloom – *Does Working from Home Work? Evidence from a Chinese Experiment.*
- **Regaining Trust Is the No. 1 Issue for Tech in 2019**  
  Barron’s – December 28, 2018 – Professor David F. Larcker comments on how some IPO candidates have adopted greater due diligence to avoid losing the trust of the public and its workforce.
- **Ten Pieces That Look at the Future of Liberalism**
The Economist – December 27, 2018 – A Q&A with Professor Jeffrey Pfeffer on his book, *Dying for a Paycheck*, is featured in a selection of highlights from Open Future, an initiative to foster conversation in The Economist’s 175th year.

- **MoviePass Could Be Delisted from the Stock Market Soon. Here’s What That Could Mean for the Company and Its Beleaguered Investors**
  Business Insider – December 23, 2018 – Lecturer Kevin Mak discusses the implications of MoviePass’s parent company being delisted by the Nasdaq.

- **Bankers Are More Likely to Be Punished for Wrongdoing If They Are Women**
  MarketWatch – December 21, 2018 – This article highlights findings from a working paper coauthored by Professor Amit Seru – *When Harry Fired Sally: The Double Standard in Punishing Misconduct*.

- **How Introducing Paternity Leave Can Change Women’s Career Opportunities**
  Fast Company – December 20, 2018 – Professor Emerita Myra Strober comments on how introducing parental leave policy at the federal level could improve equality in the workplace.

- **Thinking Creatively about Environmental Sustainability**
  Forbes – December 20, 2018 – Professor Neil Malhotra writes about incentivizing environmental progress based on a panel at the Stanford *Responsible Supply Chains* conference; this article was a collaboration with Center for Social Innovation Director Bernadette Clavier.

- **Stanford Professor: “the Workplace Is Killing People and Nobody Cares”**
  Fast Company (from *Stanford Business Insights*) – December 19, 2018 – In this Q&A, Professor Jeffrey Pfeffer discusses his book, *Dying for a Paycheck*, that examines the massive health care toll today’s work culture exacts on employees.

- **Study Offers New View of How Cartels Work**
  Phys.org – December 19, 2018 – This article highlights findings from a paper coauthored by Associate Professor Takuo Sugaya – *Maintaining Privacy in Cartels*.

- **The Dark Realities Women Face Driving for Uber and Lyft**
  Bloomberg – December 18, 2018 – A study coauthored by Professor Paul Oyer found that on average men earn about 7 percent more per hour than women on the Uber platform.

- **10 Books about Work/Life Balance That Can Help You Reset and Recharge in 2019**

- **The Creative Ways Foreign Aid Groups Are Boosting Rural Economies**
  Fast Company (from *Stanford Business Insights*) – December 18, 2018 – Associate Professor Katherine Casey highlights findings from a recent working paper she coauthored – *Skill versus Voice in Local Development*.

- **Improving the Social Performance of Supply Chains**
  Forbes – December 17, 2018 – Professor Neil Malhotra highlights takeaways from a panel on labor issues in global supply chains at the Stanford *Responsible Supply Chains* conference.

- **In Emerging Markets There Are No Copycats, Just Budding Entrepreneurs**
  TechCrunch – December 17, 2018 – Lecturer Federico M. Antoni argues against using the word “copycat” to describe founders of new companies who take an idea that already exists and use it to solve a problem.

- **Why Influencer Marketing Is Not All It’s Cracked up to Be**
  Fast Company (from *Stanford Business Insights*) – December 17, 2018 – Assistant Professor Mohammad Akbarpour highlights findings from his recent working paper – *Just a Few Seeds More: Value of Network Information for Diffusion*.

- **How Big Data Gives Big Companies like Apple and Amazon an Edge**
  Fast Company (from *Stanford Business Insights*) – December 14, 2018 – Assistant Professor Juliane Begennau highlights findings from a study she coauthored – *Big Data in Finance and the Growth of Large Firms*.

- **Are Bots Listening in on Your Earnings Calls?**
  Gartner – December 13, 2018 – Professor David F. Larcker pioneered research that found three common signs company representatives aren’t telling the truth.

- **How to Make Culture a Business Priority**
  The London Economic – December 13, 2018 – Associate Professor Lindred Leura Greer says that effective teamwork requires egalitarianism and a culture in which all voices count.

- **What Tech Companies Get Wrong When Recruiting Women**
  Fast Company (from *Stanford Business Insights*) – December 12, 2018 – Professor Shelley Correll highlights findings from her recent study – *Puncturing the Pipeline: Do Technology Companies Alienate Women in Recruiting Sessions?*

- **Congress May Have Fallen for Facebook’s Trap, but You Don’t Have To**
  The New York Times – December 12, 2018 – Assistant Professor Michal Kosinski warns consumers about loss of privacy when they click online ads and urges policymakers to protect users from potential data abuse.
• **How to Know If You’re an Ethical Leader**
  Fast Company (from Stanford Business Insights) – December 10, 2018 – Professors Neil Malhotra and Ken Shotts teach a course called Values-Based Leadership. In this interview, they define values, discuss common pitfalls, and explain whether a less-regulated world means a less-ethical one.

• **Women Recognized for Contributions to MLB**
  MLB.com – December 10, 2018 – Senior Associate Dean Sarah A. Soule and Professor Shelley Correll worked with MLB to create an annual Executive Education program to support female executives.

• **The 8 Best Books for Career Advice, According to Executive Coaches**
  The Cut – December 6, 2018 – Lecturer Ed Batista recommends reading Daring Greatly by Brené Brown to learn how being open and authentic can create a real connection with your boss.

• **How CEOs-In-Waiting Buy the Companies They Want to Run**

• **Creating a (New) Space: Insights from a Decade of Leadership at Omidyar Network**
  Forbes – December 4, 2018 – Lecturers Bill Meehan and Kimberly Jonker share leadership insights from an interview with Matt Bannick, former managing partner of Omidyar Network.

• **CEO Political Stands May Hurt More Than Help**
  Bloomberg – December 4, 2018 – A new study coauthored by Professor David F. Larcker found that CEOs shouldn’t take a stand on political and social issues without the approval of their boards due to potential fallouts.

• **‘Disaster for CBS Shareholders’: Damning Report on Moonves Reveals Total Failure at Top**
  The New York Times – December 4, 2018 – Professor David F. Larcker comments on the responsibility of employees and board members to report matters involving sexual harassment.

• **The 7 Technologies That Will Make Farming Smarter—and More Productive**

• **Quotas Are a Terrible Way to Promote Board Diversity. Companies Should Do This Instead**
  CNN – December 4, 2018 – Professor Joel C. Peterson discusses ways to change the corporate boardroom monoculture and why it is past time to get started with this change.

• **How to Overcome Your Terror of Making an Off-The-Cuff Speech**

• **How Private Marketplaces Have Become a Powerful Recruitment Tool**
  Fast Company (from Stanford Business Insights) – December 2, 2018 – Professor David F. Larcker highlights findings from a study he conducted with Researcher Brian Tayan – Cashing It In: Private-Company Exchanges and Employee Stock Sales Prior to IPO.

• **The Illusion of UK Bank Capital Strength and Employee Stock Sales Prior to IPO**
  Financial Times – December 2, 2018 – Professor Anat R. Admati says that using risk-weighted assets encourages “innovations” to economize on equity, which undermines capital regulation.

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**Alumni and Students in the News**

• **How Can a Top Business School Education “Exceed Expectations”?**
  The MBA Exchange – December 18, 2018 – Nick Navarro, MBA ’12, and Alina Liao, MBA ’16, reflect on how their experience at Stanford GSB exceeded their expectations.

• **This Former Deutsche Bank Exec Gave It All up to Run a Brooklyn Music School**
  Fast Company (from Stanford Business Insights) – December 13, 2018 – Chad Cooper, MBA ’01, talks about leaving a fast-track banking career when the struggling Brooklyn Conservatory of Music called his name.

• **Interview With Guy Yalif, Co-Founder, CEO and Board Director, Intellimize**
  MarTech Series – December 7, 2018 – In this interview, Guy Yalif, MBA ’99, details what led him to the technology industry and how he became the cofounder and CEO of Intellimize.

• **Firefly Raises $21.5 Million for Digital Ad Displays on Rideshare Drivers’ Cars**
  VentureBeat – December 6, 2018 – Kaan Gunay, MBA ’18, cofounded Firefly, a San Francisco startup that works directly with rideshare drivers to install advertising displays on top of their cars.

• **Netflix, Prime, Blue Apron: How Subscription Businesses Are Taking over**
Fast Company (from Stanford Business Insights) – December 3, 2018 – Zuora CEO Tien Tzuo, MBA ’98, shares more on why it’s no longer the era of the “unknown customer,” and discusses what it means to transform a business to a subscription model.

Global Coverage

India

- **Hear, Hear. This Stanford Leadership Programme Is for the LGBTQ**
  The New Indian Express – December 26, 2018 – Deepthi Rao, a past participant of Stanford GSB’s LGBTQ Executive Leadership Program, says the program gave her courage to be a more vocal advocate for LGBTQ related causes.

- **Stanford’s Executive Programme Creates Avenues for LGBTQ Community**
  Education Times – December 17, 2018 – Deepthi Rao talks about her experience as a participant in Stanford GSB’s LGBTQ Executive Leadership Program and how it helps participants look at core management subjects through the lens of identity.

- **Family-Friendly Rideshare Service ‘Zum’ for Kids in SF Bay Area Thriving, Hoping to Expand**
  IndiaWest – December 6, 2018 – Ritu Narayan, MS ’14, is a cofounder of Zum, a rideshare service for kids ages 5 to 17.

- **Blockchain Benefits: Linking up Discrete Blocks of Data for Safety and Privacy**
  The Financial Express – December 3, 2018 – Lecturer Doug J. Galen writes about blockchain as a safer, more reliable alternative to the internet.