July 2018 Highlights



In July, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 631 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**

* [Your Board Members Should Be Valued for More Than Their Financial Contributions](https://www.forbes.com/sites/forbesnonprofitcouncil/2018/07/26/your-board-members-should-be-valued-for-more-than-their-financial-contributions/#406d342954e4)

Forbes – July 26, 2018 – A 2015 survey from the Stanford Graduate School of Business found that 42 percent of nonprofits have a policy that requires each board member to donate a minimum amount each year or raise that amount from others.

* [Stanford Ignite: The Startup School at the Center of Silicon Valley](https://poetsandquants.com/2018/07/25/stanford-ignite-the-startup-school-at-the-center-of-silicon-valley/)

Poets & Quants – July 25, 2018 – A past participant details the three-and-a-half-week Stanford Ignite program which simulates the lifestyle of an entrepreneur working day and night on a startup.

* [Universities Unwittingly Funding Videos From Discredited Doctor Andrew Wakefield](https://ideagrove.egnyte.com/dl/VKgYV7mre9)

The Times – July 21, 2018 – Associate Dean and Chief Marketing Officer Page Hetzel is quoted on how Stanford GSB ads ended up embedded in the YouTube video of discredited antivaccine doctor Andrew Wakefield.

* [Four Tasks of a Strategic Leader: Gen. David Petraeus](http://www.forbesindia.com/article/stanford/four-tasks-of-a-strategic-leader-gen.-david-petraeus/50783/1)

Forbes India (from [Stanford Business Insights](https://www.gsb.stanford.edu/insights/gen-david-petraeus-four-tasks-strategic-leader)) – July 20, 2018 – During an appearance at a *View From The Top* session in early April, General David Petraeus discussed leadership, recognizing opportunity and owning mistakes.

* [Universities Add Cryptocurrencies in Their Lectures to Talk about Opportunities and Pitfalls](https://thecurrencyanalytics.com/1865/universities-add-cryptocurrencies-in-their-lectures-to-talk-about-opportunities-and-pitfalls/)

The Currency Analytics – July 17, 2018 – Many universities are racing to add cryptocurrency lectures to current offerings. Stanford GSB is among the few early adopters of courses specific to blockchain or cryptocurrencies.

* [What Does Stanford Seek in Applicants?](https://poetsandquants.com/2018/07/12/what-does-stanford-seek-in-applicants/)

Poets & Quants – July 12, 2018 – Describes the four criteria Stanford GSB looks for in applicants: intellectual vitality, demonstrated leadership potential, personal qualities/contributions and initiative.

* [The Data Is In: Huge Drop-Off in International MBAs](https://poetsandquants.com/2018/07/11/the-data-is-in-huge-drop-off-in-international-mba-students/)

Poets & Quants – July 11, 2018 – The U.S. has seen a decline in international MBA students. Stanford GSB still remains among the top schools for international student enrollment with a 40 percent international student population.

* [McMaster to Return to Stanford’s Hoover Institution](https://www.mercurynews.com/2018/07/03/mcmaster-to-return-to-stanfords-hoover-institution/)

The Mercury News – July 03, 2018 – Stanford GSB announced that former National Security Advisor H.R. McMaster will return to the Hoover Institution at Stanford University and will also serve as a guest lecturer at the GSB.

* [The Most Searched-For Business Schools on Google](https://ideagrove.egnyte.com/dl/1v1MHNX31Z)

Business Because – July 02, 2018 – Stanford GSB attracts over 12,000 average monthly searches on Google with a strong percentage of searches originating from outside the country.

* [The FT’s Top MBAs for Entrepreneurs Ranking 2018](https://www.ft.com/content/ecda2c96-73e0-11e8-b6ad-3823e4384287)

Financial Times – July 01, 2018 – Stanford GSB topped the Financial Times’ ranking for both Global MBA ranking and the list of top MBA courses for entrepreneurs for 2018.

* [Asian Americans Are the Least Likely Group in the U.S. to Be Promoted to Management](https://hbr.org/2018/05/asian-americans-are-the-least-likely-group-in-the-u-s-to-be-promoted-to-management)

Harvard Business Review – May 31, 2018 – Stanford Advanced Leadership Executive Program Co-Director Buck Gee and Denise Peck (MBA ‘85) report that Asian Americans are the least likely racial group to be promoted into Silicon Valley’s management and executive levels, even though they are the most likely to be hired into high-tech jobs.

**Faculty and Research in the News**

* [Founders Hold on Tight Even When Investors Really Want Them Gone](https://www.bloomberg.com/news/articles/2018-07-26/it-s-incredibly-hard-to-fire-a-founder-even-if-he-deserves-it)

Bloomberg – July 26, 2018 – Professor of Accounting David Larcker studied the backlash against executive misbehavior and discusses how founding a company no longer allows executives to misbehave without facing consequences.

* [More Misbehaving American Executives Get the Boot](https://www-economist-com.stanford.idm.oclc.org/business/2018/07/26/more-misbehaving-american-executives-get-the-boot)

The Economist – July 26, 2018 – Researcher Brian Tayan (MBA ’03) says executives were never angels and corporate boards are now far less willing to overlook bad behavior for the sake of superior performance.

* [The MBA Summer Reading List](https://ideagrove.egnyte.com/dl/Kf8LU7n1wb)

Financial Times – July 24, 2018 – Senior Associate Dean for Academic Affairs Yossi Feinberg recommends MBA students read *The Great Gatsby*. According to Feinberg, “Classics resonate at different stages in the life of a leader.”

* [Political Risk by Condoleezza Rice and Amy Zegart](https://medium.com/@natashasamani/political-risk-by-condoleeza-rice-and-amy-zegart-d0eb50b9e08e)

Medium – July 23, 2018 – Natasha Samani discusses the book, *Political Risk,* which is adopted from lecture material used in the GSB class taught by faculty member Condoleezza Rice and Hoover Institution Senior Fellow Amy Zegart.

* [Inside ‘Touchy Feely,’ Stanford’s Iconic MBA Course](https://poetsandquants.com/2018/07/22/inside-touchy-feely-stanfords-iconic-mba-course/)

Poets & Quants – July 22, 2018 – Professor of Organizational Behavior Brian Lowery discusses the iconic *Touchy Feely* course which has been a staple of business education at the GSB for 45 years. Sumi Kim (MBA ’10), Maria Lambert (MBA ’12), Animesh Agrawal (MBA ’18), Jenna Nicholas (MBA ’17), Neha Samdaria (MBA ’18), and Benjamin Fernandes (MBA ’17) shared the impact the course had on their lives and careers.

* [The Stress That Kills American Workers](https://www.economist.com/business/2018/07/21/the-stress-that-kills-american-workers)

The Economist – July 21, 2018 – In Professor of Organizational Behavior Jeffrey Pfeffer’s book, *Dying for a Paycheck,* Pfeffer details how work can make you sick and shorten your life.

* [Don’t Let Your Emotions Make Your Decisions. Try the Revolving Door Test.](https://medium.com/swlh/dont-let-your-emotions-make-your-decisions-try-the-revolving-door-test-cdd1e567fa51)

Medium – July 22, 2018 – Professor of Organization Behavior Chip Heath describes the revolving door test which says that changing your perspective from an insider to an outsider can help you see the big picture more clearly.

* [How Work Kills Us](https://www.economist.com/open-future/2018/07/18/how-work-kills-us)

The Economist – July 18, 2018 – Professor of Organizational Behavior Jeffrey Pfeffer says work harms employees in two fundamental ways: in the U.S., employment status and your employer determine your access to healthcare. Also, employers affect the stress-inducing conditions of work: work-family conflict, long work hours, absence of control over one’s work environment and economic insecurity.

* [How to Be Resilient](https://medium.com/stanford-alumni/how-to-be-resilient-cafe3a8b1f4a)

Medium – July 12, 2018 – Lecturer in Management Kelly McGonigal (PhD ‘04) emphasizes the importance of reaching out to those closest to you for help when facing overwhelming struggles.

* [Netflix Has Narrowed the Gap: The Streaming Giant’s Unique Approach to Corporate Governance](https://www.smartcompany.com.au/people-human-resources/leadership/mk-netflix-approach-corporate-governance/)

Smart Company – July 11, 2018 – Professor of Accounting David Larcker and Researcher Brian Tayan (MBA ’03) provide insight into the unique corporate governance structure used by U.S. streaming giant Netflix.

* [Podcast: RippleWorks Helps Social Ventures Scale Up with Tech](https://www.philanthropy.com/article/Podcast-RippleWorks-Helps/243823?cid=cpfd_home)

The Chronicle of Philanthropy – July 03, 2018 – GSB Lecturer in Management and Co-Founder and CEO of RippleWorks Doug Galen discusses how the Silicon Valley nonprofit pairs business and technology experts with social ventures around the world to help entrepreneurs solve the challenges of scaling up.

* [This Class Helps Developing-World Solutions Reach People in Need](https://www.fastcompany.com/90178113/this-class-helps-developing-world-solutions-reach-people-in-need)

Fast Company – July 3, 2018 – The innovations emerging from the GSB’s *Design for Extreme Affordability* course are both viable business models and sensitive to local needs. Lecturer in Management Stuart Coulson discusses the impact of the course and specific challenges students have addressed.

* [Classrooms With Designs on Real-Life Solutions](https://ideagrove.egnyte.com/dl/m6eWqGaN2o)

Financial Times – July 1, 2018 – Lecturer in Management Stuart Coulson discussesthe *Design for Extreme Affordability* course which mixes undergraduates and graduates in different disciplines to work on projects that offer solutions to practical problems on a global scale. Julia Osterman (MBA ’19 soc.) and Francesca Colloredo-Mansfeld (MBA ’92) are two past participants who shared their experience with the course.

**Alumni and Students in the News**

* [Greenhaven Road's Scott Miller on Value Investing & Capital Allocation](https://www.forbes.com/sites/kevinharris/2018/07/27/greenhaven-roads-scott-miller-on-value-investing-capital-allocation/#3df7241d21af)

Forbes – July 27, 2018 – Scott Miller (MBA ‘00) discusses his career after the GSB and his time at Greenhaven Road Capital and analyzes both small cap and value investing.

* [Inside ‘Touchy Feely,’ Stanford’s Iconic MBA Course](https://poetsandquants.com/2018/07/22/inside-touchy-feely-stanfords-iconic-mba-course/)

Poets & Quants – July 22, 2018 – Professor of Organizational Behavior Brian Lowery discusses the iconic *Touchy Feely* course which has been a staple of business education at the GSB for 45 years. Sumi Kim (MBA ’10), Maria Lambert (MBA ’12), Animesh Agrawal (MBA ’18), Jenna Nicholas (MBA ’17), Neha Samdaria (MBA ’18), and Benjamin Fernandes (MBA ’17) shared the impact the course had on their lives and careers.

* [Bonobos Answers #MeToo with #EvolveTheDefinition](https://wwd.com/business-news/media/bonobos-answers-metoo-with-evolvethedefinition-1202760605/)

Women’s Wear Daily – July 18, 2018 – Andy Dunn (MBA ‘07) and Brian Spaly (MBA ‘07) founded Bonobos in 2007. Now the company is kicking off a new campaign, #EvolveTheDefinition, which embraces the #MeToo movement on a national scale.

* [Seed Funding for 3-D Printing Startups: A Peek at the First Techstars Additive Manufacturing Class](https://www.forbes.com/sites/amyfeldman/2018/07/16/seed-funding-3d-printing-startups-peak-first-techstars-stanley-additive-manufacturing-class-accelerator-entrepreneurs/#397fc5667b8a)

Forbes – July 16, 2018 – Grace Chiang (MBA ’19 soc.) along with Jooyeon Song (MBA ’19 soc.) and David Miro Llopis (MBA ’19 soc.) co-founded Mani.me, an early-stage startup that 3-D prints custom manicures.

* [Opinion: California Must Get Serious About Economic Mobility](https://www.mercurynews.com/2018/07/11/opinion-its-time-to-get-serious-about-economic-mobility-in-california/)

The Mercury News – July 11, 2018 – Jeremy Avins (MBA ’18) writes that it is time for California to hold itself accountable for shared economic prosperity and calls for broad-based economic opportunity.

* [Five Insights From Tien Tzuo](https://medium.com/the-mission/five-insights-from-tien-tzuo-73c1ad05ad72)

Medium – July 10, 2018 – Zuora CEO and co-founder Tien Tzuo (MBA ‘98) discusses his time at Salesforce and what led him to co-found Zuora, a subscription management technology company that helps businesses modernize their subscription-based business through a SaaS platform.

* [Inside Amazon's $100M Push to Put Alexa Everywhere](https://www.pcmag.com/news/362224/inside-amazons-100m-push-to-put-alexa-everywhere)

PC Magazine – July 06, 2018 – Zain Gulamali (MSM ’15) manages the $100 million Alexa fund which aims to support companies building compelling applications, devices and technologies that advance voice technology.

* [Alumni Stories: Jonathan Kola, Stanford GSB](https://www.topmba.com/why-mba/mba-alumni-stories/alumni-stories-jonathan-kola-stanford-gsb)

TOPMBA – July 03, 2018 – Jonathan Kola (MBA ‘16) discusses his career journey after the GSB and outlines advice for African MBA students looking to start new careers in the U.S.

* [Asian Americans Are the Least Likely Group in the U.S. to Be Promoted to Management](https://hbr.org/2018/05/asian-americans-are-the-least-likely-group-in-the-u-s-to-be-promoted-to-management)

Harvard Business Review – May 31, 2018 – Stanford Advanced Leadership Executive Program Co-Director Buck Gee and Denise Peck (MBA ‘85) report that Asian Americans are the least likely racial group to be promoted into Silicon Valley’s management and executive levels, even though they are the most likely to be hired into high-tech jobs.

**Global Coverage**

**Africa**

* [Unique Financier Invests in Better Leaders for Africa](https://www.businessdailyafrica.com/corporate/enterprise/Unique-financier-invests-in-better-leaders-for-Africa/4003126-4654712-11gjjjb/index.html)

Business Daily Africa – July 09, 2018 – Fred Swaniker (MBA ‘04) has embarked on a journey to address one of Africa’s most daunting problems: a deficit of effective, ethical, visionary and accountable leaders.

**Latin America**

* [Cómo Hacer Comprensibles Las Ideas Complejas](https://mba.americaeconomia.com/articulos/reportajes/como-hacer-comprensibles-las-ideas-complejas)

America Economia (in Spanish from [Stanford Business Insights](https://www.gsb.stanford.edu/insights/hit-mark-make-complex-ideas-understandable)) – July 10, 2018 – Stanford Business Insights details six ways to communicate challenging concepts to an audience without letting bad habits get in the way.

* [Technology and the Agribusiness Value Chain](https://drive.google.com/file/d/1R4DydBCOpG3KATtCEIgjcMJ-LS0ZphYm/view)

Globo Rural (in Portuguese) – July 2018 – Faculty member Haim Mendelson is interviewed in this article on the value chain in sustainable agriculture.

* [Are Influencers Overrated?](https://drive.google.com/file/d/1m8a5fxcr6ydCItM78hfAeBZnGfS3b_7D/view?usp=sharing)

Você SA (in Porteguese from [Stanford Business Insights](https://www.gsb.stanford.edu/insights/are-influencers-overrated)) – July 20, 2018 – Stanford Business Insights looks at research by faculty member Mohammad Akbarpour on the effectiveness of targeting “hubs” at the center of social networks.

* [It’s Time to Value Stakeholders Over Shareholders](https://drive.google.com/file/d/16y_Q1I_5FnRTp0wyH5LS7qXzJ1P7Ut4t/view)

Você SA (in Porteguese from [Stanford Business Insights](https://www.gsb.stanford.edu/insights/its-time-value-stakeholders-over-shareholders)) – July 4, 2018 – Stanford Business Insights discusses why corporations need metrics that quantify how decisions affect things beyond the bottom line, a topic in the Corporations and Society Program.