

In September, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 477 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

- [16 Best Big Data Programs at Prestigious MBA Schools](#)
Dataconomy – September 27, 2018 – Stanford Graduate School of Business is featured for its MBA course offerings in big data, data science, machine learning, and automation.
- [What Makes Stanford GSB's MBA Program No. 1](#)
QS TOPMBA – September 27, 2018 – Senior Associate Dean Yossi Feinberg is quoted on the unique aspects of the GSB MBA program that help empower and prepare students to become leaders.
- [Stanford's MBA Gatekeeper on a 'Heartbreaking' GSB Myth](#)
Poets & Quants – September 26, 2018 – Assistant Dean of MBA Admissions and Financial Aid Kirsten Moss wants applicants to know they don't have to come from a 'top' university or have the highest GMAT score. She says, "We look at what you value, what you aspire to do, how you think, the impact you have had, and the perspective you will bring."
- [The World's Best MBA Programs, According to QS](#)
BusinessBecause – September 25, 2018 – Stanford Graduate School of Business leads the overall Global MBA ranking, performing especially well in entrepreneurship, alumni outcomes and thought leadership.
- [9 New Books to Read This Fall That Will Make You More Successful at Work and in Life](#)
Inc. – September 21, 2018 – LinkedIn co-founder Reid Hoffman and Chris Yeh explain how to dominate the market in their new book, *Blitzscaling: The Lightning-Fast Path to Building Massively Valuable Companies*, which was inspired by the course they previously taught at Stanford GSB.
- [Report: Immigrant Community in Houston Region Growing More Diverse but Facing Challenges](#)
Houston Chronicle – September 20, 2018 – A Stanford GSB report shows that Latino immigrants in Houston have a spending power of \$55 billion and 38 percent of Houston small businesses are owned by Hispanic immigrants.
- [Opinion: If CEOs Earn 1,000 Times More Than Us, They Don't Need Taxpayer Dollars](#)
BuzzFeed News – September 13, 2018 – A Stanford GSB survey found that Americans across the political spectrum are so outraged about CEO pay excess that they'd like to see a cap on CEO pay relative to worker pay.
- [The 10 Best U.S. Business Schools for Getting a Job at BCG](#)
BusinessBecause – September 7, 2018 – Even though only 20 percent of Stanford GSB graduates pursue consulting, the school has a long-standing history of job placement at The Boston Consulting Group.
- [9 of the Best Business Schools for Careers in China](#)
BusinessBecause – September 6, 2018 – Assistant Dean of MBA Admissions and Financial Aid Kirsten Moss says the Stanford MBA Program prepares students for meaningful and principled leadership in all parts of the world, including China.

Faculty and Research in the News

- [Stanford Professor: Successful Leaders Do These 3 Things to Build High-Performing Teams](#)
Inc. (from [Stanford Business Insights](#)) – September 27, 2018 – Professor Lindred Greer believes the ability to lead teams is at the heart of managerial success. Greer shares tips for building and managing effective teams.
- [World's Largest Wealth Fund Says Companies Pay CEOs All Wrong](#)

Bloomberg – September 24, 2018 – Professor David Larcker says locking up executive awards for a decade or more may nudge executives to think longer-term, but forcing them to keep “all their eggs in one basket” could make them exceedingly risk-averse.

- [New Tax Bill Offers Attractive Impact Investment Opportunity](#)
ThinkAdvisor – September 24, 2018 – Professor Rebecca Lester is conducting a study to determine whether the Opportunity Zones component of the Tax Cuts and Jobs Act of 2017 will lift neighborhoods out of poverty.
- [Stanford Expert: One Key Question Can Help You Reduce Stress and Avoid Workplace Regret](#)
CNBC – September 19, 2018 – Lecturer Leah Weiss says that not asking for help is a common issue in the workplace even though open communication is the best way to resolve stressful situations.
- [Democrats Taking Senate 'Would Be Bigger Shock Than Trump in 2016'](#)
The Guardian – September 18, 2018 – Professor David Brady says that in order to take the Senate, Democrats have to win seven of the nine Senate races. He says, “I think the odds of that happening are not good.”
- [The Valley Needs a Business Mr. Rogers ... and I Think I Found Him](#)
VentureBeat – September 15, 2018 – Professor Joel Peterson’s commitment to teaching the importance of integrity and humility in business is what led some to think of him as the “Mr. Rogers of Silicon Valley.”
- [We've Wasted an Important Opportunity to Fix the System](#)
Finanz und Wirtschaft – September 14, 2018 – Professor Anat Admati warns that the “too big to fail” problem in the financial system is not solved and that many big banks still aren’t robust enough to weather a severe storm in the financial markets.
- [How to Fight the Next Crisis](#)
Bloomberg – September 13, 2018 – Professor Anat Admati explains the anger the public felt after the recession due to the sting of bailing out the richest one percent while ordinary people lost their homes.
- [10 Years After the Financial Crisis, Have We Learned Anything?](#)
CNN Money – September 13, 2018 – Professor Anat Admati argues that reformers missed their chance to increase transparency in the financial system and decrease the industry’s dependence on debt.
- [Susan Athey: Why Business Leaders Shouldn't Have Blind Faith in AI](#)
Forbes India (from [Stanford Business Insights](#)) – September 10, 2018 – Professor Susan Athey warns that decision makers are often led astray by misunderstanding what machine learning models can and cannot do.
- [The Real Crisis in Leadership](#)
Forbes – September 9, 2018 – Professor Jeffrey Pfeffer discusses the increasingly tough conditions senior leaders face, including decreasing tenures and rising rates of termination.
- [Biz Smarts: Storytelling: It's All About the Ripple](#)
Sacramento Business Journal – September 7, 2018 – Professor Jennifer Aaker’s course (and her book *The Dragonfly Effect*) is about the importance and methods of “story” in communications to investors, customers, employees, partners, recruits, and family.
- [Santelli Exchange: Lazear on Government Spending's Impact On Growth](#)
CNBC – September 7, 2018 – Research by Professor Edward Lazear shows that government spending, rather than deficit, has the biggest negative impact on growth.
- [U.S. Banks Need to Be Safer for the Sake of Main Street](#)
Forbes – September 5, 2018 – Professor Anat Admati believes the obstacles to banking reform are man-made. She says, “We need to challenge flawed claims and demand that policymakers create and enforce proper rules.”
- [Turning 'Doing Well by Doing Good' Into Real Millennial Social-Sector Leadership](#)
Forbes – September 5, 2018 – Lecturers Bill Meehan and Kim Jonker address the challenge of creating academic programs that equip students to 'do good' in ways that deliver lasting benefit.

Alumni and Students in the News

- [Unicorn Hunting: These MBAs Are Investing in Their Fellow Harvard, Wharton & Stanford Students](#)
Forbes – September 30, 2018 – Hansae Catlett (MBA '18) and Hiro Tien (MBA '19) are partners in The MBA Fund, a community of investors and operators who have come together to mentor and invest in MBA founders.
- [Citizens Bank Mines Big Data to Drive Loan, Deposit Growth](#)
American Banker – September 26, 2018 – Beth Johnson (MBA '97) lead the development of an analytics platform at Citizens Bank that helped generate \$2 billion in incremental loan sales and \$1.4 billion in additional deposits.
- [Amy Jadesimi](#)
The Guardian – September 22, 2018 – Amy Jadesimi (MBA '04) is a trained medical doctor from Oxford University who left medicine for finance and is now CEO of LADOL, a \$500 million Industrial Free Zone in Lagos.
- [What Matters Most to Stanford GSB and Why](#)

Poets & Quants – September 14, 2018 – Kevin Richardson (MBA '97) hosted a webinar about how to get into Stanford GSB. He explains that numbers do matter, but they only paint a small part of the picture.

- [Investors Can Get California to 100 Percent Clean Energy](#)
San Francisco Chronicle – September 14, 2018 – A new analysis by Jehong Park (MSM '18) found that in 2013 California received 28 percent of all U.S. clean-tech investment and by 2017 California's share had increased to 48 percent.
- [8 Successful Ecommerce Startups Founded by Females](#)
PracticalEcommerce – September 13, 2018 – PracticalEcommerce discusses successful female-led startups including Guild Education founded by Rachel Romer Carlson (MBA '15) and Brittany Stich (MBA '16) and Minted founded by Mariam Naficy (MBA '98) and Melissa Kim (MBA '07)
- [MBA News You Need: INSEAD Receives Largest-Ever Donation, Stanford Alum Helps Businesses Prepare for the Future of Ownership, Wharton Launched the Leder Behavior Change for Good Initiative, and More](#)
Clear Admit (from [Stanford Business Insights](#)) – September 13, 2018 – Tien Tzuo (MBA '98) discusses the evolving business model in his new book, *Subscribed: Why the Subscription Model Will Be Your Company's Future—and What to Do About It*.
- [Do I Need an MBA as Well as a Masters in Management?](#)
Financial Times – September 12, 2018 – Thalia Elena Hernández Durán (MBA '19) stresses the importance of her time spent at Stanford GSB, which helped her secure an internship at Amazon by expanding her network.
- [VC Expert Shares Insights on the Evolution of Investing in Tech](#)
Boston Business Journal – September 10, 2018 – David Blumberg (MBA '85) discusses his career path, his focus on young technology companies, the evolution of the industry, and his advice for entrepreneurs.
- [Bestselling Author Nir Eyal on How to Handle Challenges, Distractions, & Stress](#)
Medium – September 6, 2018 – Nir Eyal (MBA '08) writes, consults, and teaches about the intersection of psychology, technology, and business. Eyal's new book *Indistractable: How to Master the Skill of the Century* explains how the jobs of the future are the ones that require the kind of human ingenuity and creativity that only come from focus.
- [Menlo Park Resident Gaining Popularity as A's President](#)
Palo Alto Online – September 3, 2018 – In his short time as president of Oakland Athletics, Lecturer David Kaval (MBA '03) has implemented a number of initiatives to connect with fans and community stakeholders.
- [Chip Conley – How to Be Wise Beyond Your Years](#)
The Learning Leader Show – September 2, 2018 – Chip Conley (MBA '84) talks about his professional experience and shares how people can be wise beyond their years. He explains that leaders are the emotional thermostat of those they lead and this often impacts the climate of the workplace.

Global Coverage

Latin America

- ["Choose a Company for Culture, Not Salary," Says Carlos Brito, CEO of AB InBev](#)
Época Negócios – September 10, 2018 – Carlos Brito (MBA '89) runs the world's largest brewery, Anheuser-Busch InBev, and attributes an important part of his professional growth to his time as a student at Stanford GSB. See translated interview, [here](#).
- ["Companies Are Shifting Employee Health for a Few Dollars More," Says Stanford Professor](#)
Época Negócios – September 2018 – Professor Jeffrey Pfeffer points out that the current model of business management generates an epidemic of stress and worsens the state of health of workers. See translated interview, [here](#).