

In November, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 451 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

- [More Latinos Own Businesses but Can't Get Capital to Grow, Report Says](#)
NBC News – November 13, 2018 – The Stanford Latino Entrepreneurship Initiative (SLEI) announces the release of a new report that addresses national trends in Latino-owned businesses.
- [Stanford GSB Tops Bloomberg Businessweek Ranking for First Time](#)
Clear Admit – November 9, 2018 – Stanford GSB secures the top spot in the Bloomberg Businessweek Best B-School list for U.S. programs.
- [Best Business Schools Broadcast from Stanford \(Podcast\)](#)
Bloomberg – November 9, 2018 – Bloomberg TV and Radio interview six faculty members on the Stanford GSB campus, where they broadcast live to cover the announcement of their annual MBA program ranking.
- [Bloomberg Businessweek Best B-Schools](#)
Bloomberg Businessweek – November 8, 2018 – Stanford GSB ranks number one in Bloomberg Businessweek's ranking of MBA programs.
- [Stanford GSB Financial Aid System Overhauled: New System Based Solely on Need](#)
Clear Admit – November 5, 2018 – Dean Jonathan Levin and Kirsten Moss, assistant dean of MBA admissions and financial aid, announce a new approach to Stanford GSB's financial aid system that involved input from GSB faculty, students, alumni, and staff.
- [Stanford GSB Revamps Financial Aid Policies](#)
Poets & Quants – November 5, 2018 – This feature addresses the history of Stanford GSB's financial aid system and the overhaul that led to the new, solely needs-based approach.
- [Top B-School Deans Gaze into Their Crystal Balls to Foretell the MBA's Future](#)
Clear Admit – November 2, 2018 – Dean Jonathan Levin discussed the impact of the “data revolution” on society, and how business schools must prepare students to be data-literate, ethical leaders at Rutgers Business School's IGBE Conference.

Faculty and Research in the News

- [Decoded: What Advertising on Television Means for Today's Empowered Consumer](#)
The Financial Express (from [Stanford Business Insights](#)) – November 30, 2018 – Professor Harikesh S. Nair writes about digitization in the TV business and how it has led marketers to analyze why consumers skip ads during commercial breaks.
- [U.S. banking system is still fragile, leading economist argues at Treasury Department conference](#)
MarketWatch – November 30, 2018 – Professor Anat R. Admati is one of several banking experts who advised government officials on how to avert another financial crisis. In her recent paper, she argues that more leverage regulation is necessary to hold banks back from taking on excessive risk.
- [The 10 Best Business Books of 2018](#)
Inc. – November 29, 2018 – Professor Jeffrey Pfeffer's book, *Dying for a Paycheck: How Modern Management Harms Employee Health and Company Performance--and What We Can Do About It*, is included on a list of recommended business books.
- [The Cultural Advice You Need Before Taking Your Business Global](#)
Fast Company (from [Stanford Business Insights](#)) – November 29, 2018 – Lecturer Scotty McLennan explains the

importance of understanding the values that lie beneath behaviors during global business interactions.

- [Rent Control Is Making a Comeback. But Is That a Good Idea?](#)
Stateline – November 28, 2018 – A Stanford Graduate School of Business study addresses the effects of rent control regulations on tenants, landlords, and the overall rental market.
- [Teacher and Preacher of Capitalism 3.0](#)
Forbes – November 28, 2018 – Professor Anat R. Admati discusses the need for business schools to begin teaching business from a broader societal perspective.
- [Step Aside Edison, Tesla and Bell. New Measurement Shows When U.S. Inventors Were Most Influential.](#)
The Washington Post – November 27, 2018 – A new analysis released as a National Bureau of Economic Research working paper by Professor Amit Seru and three other economists looks at data from patent documents to create new indicators of technological innovation.
- [Anat Admati on the Financial Crisis of 2008](#)
The Library of Economics and Liberty – November 26, 2018 – Professor Anat R. Admati discusses the financial crisis of 2008, the lessons she learned, and how it has changed her view of economics, finance, and her career.
- [How Spotify and Other Streaming Services Broaden Our Musical Horizons](#)
Fast Company (from [Stanford Business Insights](#)) – November 25, 2018 – Research from Professor Bart J. Bronnenberg shows that streaming music subscribers listen to a more diverse array of artists on digital platforms.
- [Keep Marching: Why Street Protests Really Do Make a Difference](#)
Fast Company (from [Stanford Business Insights](#)) – November 24, 2018 – Professor Sarah A. Soule details her research showing that both liberal and conservative protests have had an impact on U.S. House elections.
- [Lavish Expense Accounts Can Make or Break a CEO](#)
The Wall Street Journal – November 23, 2018 – Professor David F. Larcker says that greater scrutiny from shareholders has led to a decline in company perks for high-level executives.
- [The Surprising Power of Small Data—More Information Isn't Necessarily Better in Health Care or Business](#)
Phys.org (from [Stanford Business Insights](#)) – November 22, 2018 – Professor Mohsen Bayati highlights findings from his recent paper – *Statistical Analysis of a Low-cost Method for Multiple Disease Prediction*.
- [Tax Competition Heats Up](#)
POLITICO – November 20, 2018 – Research from Professor Rebecca Lester on Opportunity Zones is referenced in Morning Tax, a daily tax newsletter.
- [The Invisible Experiences of First-Time Generation X Mothers](#)
BBC – November 16, 2018 – Professor Emerita Myra Strober believes that measures taken to make it easier for Generation X mothers to continue working will benefit the economy.
- [Why Did Google Hire Geisinger CEO Dr. David Feinberg?](#)
Forbes – November 10, 2018 – Lecturer Robert M. Pearl discusses Google's future in the healthcare space and the potential for the company to marry its information services with a healthcare agenda.
- [Polarization Is an Opportunity for Mission-Driven Brands](#)
Fast Company – November 7, 2018 – Lecturer Patricia Nakache details how consumers want to purchase products from brands whose values match their own, which presents an opportunity for mission-driven brands.
- [Civilizing the Workplace](#)
MSN News – November 7, 2018 – This feature highlights Professor Robert I. Sutton's research on the emotional impact that behaviors of workmates can have in the workplace.
- [Stress Awareness Day: 4 Ways Workaholics Can Chill out Now](#)
NBC News – November 6, 2018 – Lecturer Leah Weiss offers advice on how to manage stress in the workplace.
- ['We've Agreed to Disagree': How Couples with Different Political Leanings Cope in a Divided Home](#)
The Seattle Times – November 6, 2018 – Professor Neil Malhotra explains that a person's political views today also reflect their values and worldview, which was less likely to be the case in the past.
- [Corporations Flood Midterms with Money Even While Running up \\$1.7 Trillion in Debt](#)
Fast Company – November 5, 2018 – Professor Paul Pflleiderer comments on his research with Professors Anat R. Admati and Peter M. DeMarzo that found corporations can become addicted to borrowing.
- [Daylight Saving Time: 4 Career-Boosting Ways to Use Your Extra Hour This Sunday](#)
CNBC – November 3, 2018 – Lecturer Leah Weiss comments on how to use the extra hour from daylight saving time to boost productivity at work.

Alumni and Students in the News

- [Why Investing in the Far East Is Still "the Wild, Wild West"](#)
Fast Company (from [Stanford Business Insights](#)) – November 26, 2018 – Nisa Leung, MBA '01, reveals how an uncle's battle with cancer helped her become one of Asia's most successful venture capitalists.

- [Most Minor Leaguers Won't Reach MLB, So Why Not Share the Risk?](#)
Yahoo! Sports – November 21, 2018 – Charles Olson, MBA '17, and Eric Lax, MBA '18, are the founders of Pando Pooling, a startup that aims to support people in high-volatility careers by letting them share the risk.
- [First Gen: Inspiring Stories of MBAs Who Beat the Odds](#)
Poets & Quants – November 18, 2018 – Patrick Despres-Gallagher, MBA '19, reflects on his journey as a first-generation student and the value he found in the Stanford GSB MBA program.
- [Indian American Thomas Kurian Is the New CEO of Google Cloud: Here's What You Need to Know About Him](#)
The Financial Express – November 17, 2018 – Former Oracle Corporation executive Thomas Kurian, MBA '94, is named the new CEO of Google Cloud.
- [Her Advice to Women Working in Business: Believe in Yourself](#)
HeraldNet – November 13, 2018 – Jennifer Xia, MBA '18, talks about her experience as cofounder of FreeWill; the startup's other cofounder is Patrick Schmitt, MBA '18.
- [Barry Rand, Barrier-Breaking Chief Executive, Is Dead at 74](#)
The New York Times – November 13, 2018 – A. Barry Rand, MSM '72; MBA '73, was one of few African-Americans to become chief executive of a Fortune 500 company in 2012. He passed away on November 7th at age 74.
- [The 2019 30 Under 30: Social Entrepreneurs](#)
Forbes – November 13, 2018 – Jennifer Xia, MBA '18, and Jenna Nicholas, MBA '17, are featured on the 2019 Forbes 30 Under 30 list for social entrepreneurs.
- [Behind the Nonprofit That Coaches At-Risk Students and Heals Trauma — One Text at a Time](#)
Forbes – November 6, 2018 – Ashley Edwards, MBA '16, and Alina Liao, MBA '16, cofounded MindRight, a nonprofit that provides coaching and support for teens via text messaging.
- [Real Humans of the Stanford GSB MBA Class of 2020](#)
Clear Admit – November 1, 2018 – Four students from the Class of 2020 share their background and experiences leading up to business school, why they chose Stanford GSB, and what they're most looking forward to as first-year MBA students.

Global Coverage

Latin America

- [Meeting Tomorrow's Food Needs with a Little Help from Technology](#)
BW Disrupt (from [Stanford Business Insights](#)) – November 19, 2018 – Professor Haim Mendelson details how technologies are innovating the agriculture industry.
- [6 Reasons Why Skipping Ads Can Be Good for Advertisers](#)
Propmark (from [Stanford Business Insights](#)) – November 6, 2018 – Professors Harikesh S. Nair and Pedro M. Gardete address how ad-skipping can benefit advertisers. View the translated version, [here](#).

Europe

- ["We Helped Businesses Succeed So Well That They Took over Governments and the Whole Society"](#)
Calcalist – November 30, 2018 – Professor Anat R. Admati explains how giant corporations have become stronger than governments and what it will take to change the situation.
- [Stanford Lead: Can This Online Training Replace an MBA?](#)
Forbes France – November 13, 2018 – This feature describes the Stanford LEAD program and the benefits online training offers in terms of learning, network development, and career acceleration.
- [Organisations Should Reconsider Traditional Hierarchical Structures](#)
European CEO – November 6, 2018 – Professor Lindred Leura Greer writes about her research on the effectiveness of hierarchies in the workplace; the findings suggest that egalitarianism, not hierarchy, fosters the effective teamwork needed to succeed.