

In July, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 454 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

- [Real Humans of MBA Admissions: Stanford GSB's Kirsten Moss](#)
Clear Admit – July 31, 2017 – Stanford Graduate School of Business (GSB) announced this past spring that Kirsten Moss would fill the void left by Derrick Bolton, who led admissions for the most selective business school in the world for 15 years.
- [GSB Adds Second Female Senior Dean](#)
Poets & Quants – July 21, 2017 – Stanford Graduate School of Business today named Maureen McNichols to Senior Associate Dean for Academic Affairs, effective September 1.
- [Stanford Australia Foundation scholarships for not-for-profit leaders](#)
CommunitNet – July 19, 2017 – The Stanford Australia Foundation (SAF) is offering two scholarships... for a NFP executive to attend a Stanford Graduate School of Business (GSB) executive course and undertake a study tour.
- [NW CEOs sitting pretty, despite public's view that they're paid too much](#)
Seattle Times – July 15, 2015 – Seventy-six percent of board members and CEOs believe CEOs are paid at “the correct level,” according to a 2016 survey by the Rock Center for Corporate Governance. The center is a joint program of the Stanford Graduate School of Business.
- [4 Ways To Create More Inclusive Silicon Valley Workplaces From The Inside Out](#)
Forbes – July 11, 2017 – During a talk at Stanford Graduate School of Business in 2014, MasterCard CEO Ajay Banga emphasized how thinking differently is more important for diversity efforts than simply looking different.
- [Are These MBAs Best For Entrepreneurs?](#)
Poets & Quants – July 10, 2017 – For the third consecutive time in three rankings of the best MBA programs for would-be entrepreneurs, Stanford's Graduate School of Business came out on top, according to the new Financial Times' 2017 list.
- [Over A Third Of Stanford MBAs Do Startups](#)
Poets & Quants – July 10, 2017 – More than a third of the MBA graduates at Stanford, MIT and Babson College started companies within three years of their commencement, according to a new study of entrepreneurship by The Financial Times.
- [Start-Up Stories: Entrepreneurs tell their tales](#)
Financial Times – July 10, 2017, – Stanford Graduate School of Business, which topped this year's FT ranking of entrepreneurial MBAs, teaches storytelling on its strategic communication and reputation management courses.
- [Inclusion 101: Tech's Future Founders Get Schooled on Diversity](#)
Wall Street Journal – July 5, 2017, – As a slew of Silicon Valley companies confront accusations of unfair treatment of women and minorities, Stanford University's Graduate School of Business is trying to help would-be entrepreneurs create more conscientious companies.
- [MBA generation demands start-up expertise](#)
Financial Times – July 2, 2017 – Stanford Graduate School of Business is the highest-ranked institution...Anish Patel chose Stanford because the school is known for encouraging entrepreneurship.
- [Stanford Seed names new director to lead its expansion efforts into India & across Africa](#)
Yes Africa – July 2, 2017 – Stanford Institute for Innovation in Developing Economies, aka Stanford Seed, has named Darius Teter as the new executive director of the institute to oversee its growth and expansion in Africa and into India respectively.

Faculty and Research in the News

- [Betterment vs Wealthfront: How 2 of the most popular robo-advisors stack up](#)
Business Insider – July 26, 2017 – Wealthfront was also founded in 2008 by Andy Rachleff and Dan Carroll. Rachleff taught tech entrepreneurship courses at the Stanford Graduate School of Business.
- [Are You Marketing or Are You Digitaling?](#)
Huffington Post – July 25, 2017 – [Stanford researchers] found that the most personalized ads were less effective because consumers worried they were being exploited, says [Stanford Graduate School of Business professor Pedro Gardete].
- [Banks That Don't Invest in Technology Risk Falling Behind Permanently](#)
Forbes – July 20, 2017 – Wack points to a new study of mortgage lending, Fintech, Regulatory Arbitrage, and the Rise of Shadow Banks, co-written by business school professors at the University of Chicago, Columbia Business School and Stanford Graduate School of Business [Amit Seru].
- [Major company CEOs made 271 times the typical U.S. worker in 2016](#)
Washington Post – July 20, 2017 – A 2016 survey from the Stanford Graduate School of Business [David F. Larcker, Nicholas E. Donatiello and Brian Tayan] showed that the median respondent guessed the largest companies' CEOs make about \$1 million a year, a gross underestimate.
- [Expanding the promise of entrepreneurship in developing economies](#)
Economic Times India – July 20, 2017 – As more start-ups post success stories in developing economies, they will inspire others from both inside and outside their geographies to join in. And while some will be inspired by business ideas already vetted in the West... the next generation of unicorns will come from unlikely visionaries based in remote geographies [says Federico Antoni].
- [Stanford And Harvard Profs Explain Why These Two Regions Host Most Startups](#)
Inc. – July 19, 2017 – George Foster, Konosuke Matsushita Professor of Management at the Stanford Graduate School of Business and Stanford Business School Fred H. Merrill Professor of Economics, Paul Oyer... consider where money-making investments come from.
- [How To Win VC Funding And Influence Investors](#)
Inc.42 – July 18, 2017 – In our recent study “How Do Venture Capitalists Make Decisions?” published by the National Bureau of Economic Research... [Ilya A. Strebulaev] tried to answer that question by seeking the views of 885 venture capital professionals at 681 firms.
- [People fall off a 'humor cliff' when they start working — and it impacts your career more than you'd think](#)
Business Insider – July 17, 2017 – This and other emerging research collected by Stanford Graduate School of Business professor Jennifer Aaker and lecturer Naomi Bagdonas, who co-teach a course on the subject, suggests that people fall off a “humor cliff.”
- [High turnover a bigger factor than usual in Minnesota executive pay raises](#)
Star Tribune – July 15, 2017 – From a compensation perspective it's generally more expensive for a company to hire outside candidates according to Larcker, a professor at Stanford Graduate School of Business.
- [How One Under 30 Overcame The Barrier To Funding For Latino-Owned Businesses](#)
Forbes – July 13, 2017 – According to Stanford's Graduate School of Business, less than 1% of startups funded by venture capitalists have a Latino founder.
- [Work from home people earn more, quit less, and are happier than their office-bound counterparts](#)
Quartz – July 12, 2017 – Stanford Graduate School of Business professor Nicholas Bloom says requiring employees to be in the office is an outdated work tradition, set up during the Industrial Revolution.
- [People don't like to take risks because they just don't want to deal with uncertainty](#)
Quartz – July 11, 2017 – Jeffrey Pfeffer, a professor at the Stanford Graduate School of Business... found that people overwhelmingly opt for certainty, regardless of whether that certainty is in the present or the future, or whether it pertains to gains or losses.
- [Affordable housing to decrease diversity](#)
Yes Africa – July 8, 2017 – Affordable housing developments built in poor, heavily black communities can lead to greater racial and income integration, according to new research by Stanford economists... Rebecca Diamond...with her colleague Tim McQuade.
- [The U.S. medical system is broken. We should be listening to doctors about how to fix it](#)
LA Times – July 5, 2017 – Take the hospital administrators, and put them in one of my classes at the Stanford graduate school of business. They'll immediately say, bring the three together, close two of the services and have one service that does 800 or 900 a year, a much higher volume service.
- [Coach at work: 'Do I really need strategic friends in high places to advance at work?'](#)
The Sydney Morning Herald – July 4, 2017 – A professor of organisational behaviour at Stanford Graduate School of Business, Jeffrey Pfeffer, says building relationships with people for "instrumental purposes" is both morally sound and necessary to your promotion prospects.

- [The Surprising Purchasing Power of Low-Income Consumers: Why Amazon \(and Other Smart Businesses\) Won't Ignore This Important Market](#)
Home Business – July 2, 2017 – Robbie Kellman Baxter is the author of The Membership Economy: Find Your Superusers, Master the Forever Transaction, and Build Recurring Revenue...She has an AB from Harvard College and an MBA from the Stanford Graduate School of Business.

Alumni and Students in the News

- [Facebook And WhatsApp Unlock A Surprising Market Of 780 Million People](#)
Forbes – July 22, 2017 – Consider Muhammad Mustafa, who won a \$110,000 grant as a Stanford Social Innovation Fellow. He is launching a jobs startup for illiterate people, EasyJob, in Karachi, and hopes to make a business model by selling advertising on the platform.
- [Nike's Co-Founder on Innovation, Culture and Succession](#)
Harvard Business Review – July 13, 2017 – Phil Knight, former chair and CEO of Nike, tells the story of starting the sports apparel and equipment giant after taking an entrepreneurship class at Stanford and teaming up with his former track coach, Bill Bowerman.
- [This Robot Therapist Talks to Patients Via Facebook](#)
Entrepreneur – July 11, 2017 – [Ali Darcy] did a program at the Stanford Graduate School of Business called the Ignite Program, where they take people from engineering and scientific backgrounds and show you how to take something from lab to market.
- [The Indian Engineer Who Got Into Stanford](#)
Poets & Quants – July 5, 2017 – For us, getting into the likes of Stanford Graduate School of Business or Harvard Business School is unimaginable. But hey, stereotypes are meant to be broken. And this is the story of how I [Riya Gayasen] broke that stereotype.
- [Tristan Walker's Challenge: 'How Can I Be the Best CEO I Can Be?'](#)
Entrepreneur – July 5, 2017 – He's a tech darling turned high-profile spokesman for diversity in Silicon Valley. But to truly succeed, he's rethinking everything.