

In September, Stanford Graduate School of Business (GSB), its faculty, alumni and students were mentioned 999 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

- [95% of Stanford MBA Students Take a Nonrequired Course Nicknamed 'Touchy Feely.' Here's Why Alumni Say It's Been Voted the Most Popular Elective for 45 Years.](#)
Business Insider – September 25, 2019 – This feature article highlights the popular Stanford GSB elective Interpersonal Dynamics, more commonly known as "Touchy Feely." Read the full article [here](#).
- [The Most Interesting New MBA Courses at B-Schools This Year](#)
Poets&Quants – September 22, 2019 – This article highlights new electives for the 2019-2020 academic year at top business schools.
- [Feeder Colleges and Companies to Stanford GSB: Deep Dive Analysis of the MBA Class of 2020](#)
Forbes – September 18, 2019 – Researchers from Fortuna Admissions identified the professional and educational background of 353 of the 419 members of the Stanford MBA Class of 2020 in attempt to determine what Stanford GSB's admissions committee looks for.
- [Stanford GSB Edges Closer to Gender Parity](#)
Poets&Quants – September 18, 2019 – This feature profiles Stanford GSB's incoming MBA Class of 2021, highlighting that 47% of the incoming class is female, up from 41% last year.
- [America's Best Business Schools 2019: Chicago Booth Ranks on Top](#)
Forbes – September 18, 2019 – Stanford GSB secures second place in Forbes' biennial ranking of the best American business schools.
- [Stanford Trounces B-Schools Competitors in MBA Alumni Survey](#)
Bloomberg Businessweek – September 16, 2019 – Stanford MBA alumni rated Stanford GSB highest among all ranked business schools in response to four out of five questions including "My school's alumni network has helped me build my career," and "My education emphasized innovation and creativity."
- [Howard University Has Highest Share of Company Founders in MBA Survey](#)
Bloomberg Businessweek – September 13, 2019 – Stanford GSB ranks number four in this list of top business schools with the highest share of alumni who founded a company after graduation.
- [All the New Faculty at the Top 25 Schools](#)
Poets&Quants – September 11, 2019 – This article highlights new Stanford GSB faculty members for the 2019-2020 academic year.
- [If Not Snapchat, What? a Guide to Stanford's Non-Tech Fiefdoms](#)
New York Magazine – September 7, 2019 – This article highlights Stanford University's non-tech offerings that contribute to the university's popularity, including Stanford GSB's entrepreneurship courses.
- [Stanford GSB Gets New Dean for its MBA Program](#)
Poets&Quants – September 3, 2019 – This exclusive announces Professor Paul Oyer as the new senior associate dean for Stanford GSB's MBA and MSx programs beginning October 1.
- [The Best Business Schools for Entrepreneurship](#)
Clear Admit – September 2019 – Stanford GSB is included in a list of best business schools for entrepreneurship.
- [The Best Business Schools for Technology](#)
Clear Admit – September 2019 – Stanford GSB is included in a list of best business schools for technology.
- [Stanford GSB Launches a New Online Program for Entrepreneurs](#)
QS TopMBA – August 30, 2019 – This article highlights the recent launch of Stanford Embark.

- [The Program That Seeks to Prepare LGBTQ Leaders](#)
América Economía – June 6, 2019 – LGBTQ Executive Leadership Program Codirectors Sarah A. Soule and Thomas Stephen Wurster share the value of the program. Read the full article [here](#).

Faculty and Research in the News

- [WeWork's IPO Disaster Is a Lesson for All Startup CEOs and Founders](#)
BusinessBecause – September 27, 2019 – Lecturer Robert E. Siegel comments on WeWork's IPO.
- [Want to Reach Your Goals Faster? Try Adopting a "Journey Mindset"](#)
Thrive Global – September 25, 2019 – This article highlights research coauthored by Professor Jennifer Aaker and Associate Professor Szu-chi Huang – *It's the Journey, Not the Destination: How Metaphor Drives Growth After Goal Attainment*.
- [10 Ways to Earn the Full Trust of Your Team](#)
Inc. – September 25, 2019 – This article highlights required principles for long-term trust from Professor Joel C. Peterson's new book *The 10 Laws of Trust*.
- [WeWork Taps Co-CEOs to Tackle Pre-IPO Turbulence](#)
PitchBook – September 24, 2019 – Professor David F. Larcker comments on WeWork's recent IPO and the company's decision to appoint two individuals as co-CEOs.
- [3 Contract Negotiation Tips for Healthcare Execs](#)
Managed Healthcare Executive – September 23, 2019 – Professor Emerita Margaret Ann Neale shares negotiation tips for healthcare executives.
- [Overhaul the Business of Wall Street](#)
The American Prospect – September 23, 2019 – Corporations and Society Initiative Director Graham Steele writes about remaking the financial system.
- [The Changing Shape of the Parties Is Changing Where They Get Their Money](#)
The New York Times – September 18, 2019 – This article highlights research coauthored by Professor Neil Malhotra and Associate Professor David Brookman – *Predispositions and the Political Behavior of American Economic Elites: Evidence from Technology Entrepreneurs*.
- [When Companies Improve Their Diversity, Stock Prices Jump](#)
Bloomberg – September 17, 2019 – This article highlights new research coauthored by Professor Emerita Margaret Ann Neale.
- [Admati Says Fragile System Is Inherent in Banking](#)
Bloomberg – September 17, 2019 – Professor Anat R. Admati comments on the banking sector, financial regulation and negative interest rates.
- [Index Funds Have No Way to Manage Climate Risk, Experts Warn](#)
Forbes – September 16, 2019 – Alicia Seiger, director of Stanford's Sustainable Finance Initiative, told members of the U.S. House Financial Services Committee that index funds and the investors who own them face an unmanageable risk from climate change.
- [JetBlue Chair on Cutting Service Costs, Taking a Business Approach to the Southern Border](#)
Fox News – September 16, 2019 – In this 'Fox & Friends' segment, Professor Joel C. Peterson, JetBlue chairman of the board, shares his advice on border security.
- [Restoring Trust in Capitalism, Business of Private \(Podcast\)](#)
Bloomberg – September 13, 2019 – Professor Anat R. Admati shares her thoughts on how business schools can help restore trust in capitalism.
- [Andrew Yang Brings Silicon Valley's Upstart Spirit to 2020 Bid](#)
Greenwich Time – September 12, 2019 – Professor Neil Malhotra discusses how Andrew Yang's presidential campaign is consistent with his research on political attitudes in Silicon Valley and the tech sector.
- [Stanford Report Highlights Blockchain's Potential for Social Impact](#)
Forbes – September 12, 2019 – Professor Neil Malhotra explains how blockchain technology is proving to be a critical tool for social innovation.
- [Does Education for Entrepreneurs Miss the Mark?](#)
Disruption Hub – September 12, 2019 – Professor Stefanos Zenios writes about education for entrepreneurs and the launch of Stanford Embark.
- [Shareholders vs. Stakeholders](#)
American Enterprise Institute – September 9, 2019 – This article highlights research coauthored by Senior Associate Dean Sarah A. Soule – *Taking Aim: Corporate Opportunity Structures and Activists' Selection of Corporate Targets*.
- [With 'Retargeted' Advertising, Sooner Is Better Than Later](#)

Phys.org (from [Stanford Business Insights](#)) – September 9, 2019 – This article highlights research coauthored by Associate Professors Navdeep S. Sahni and Sridhar Narayanan – *An Experimental Investigation of the Effects of Retargeted Advertising: The Role of Frequency and Timing*.

- [How to Cultivate the Human Side of Leadership](#)
CMSWire – September 9, 2019 – The article references Professor Jeffrey Pfeffer’s book “Dying for a Paycheck” and Stanford GSB’s Leading with Mindfulness and Compassion course.
- [How Much Do WeWork, Really?](#)
Marketplace – September 5, 2019 – Professor Anat R. Admati comments on the state of the financial system.
- [How Business Schools Can Help Restore Trust in Capitalism](#)
Harvard Business Review – September 3, 2019 – In this op-ed, Professor Anat R. Admati writes about the role business schools play in restoring trust in capitalism. Read the full article [here](#).
- [Büro-hengst](#)
Manager Magazin – September 2019 – Lecturer Robert E. Siegel is quoted in this article featuring WeWork, published in German.
- [Your Data Are Showing](#)
Raw Data – August 29, 2019 – In this podcast, Associate Professor Michal Kosinski talks about data and living in a post-privacy world.

Alumni and Students in the News

- [Harvard and Stanford MBA Grads Reveal the Most Important Benefits They Got From Business School, Besides Their Education](#)
Business Insider – September 28, 2019 – Coral Chung, MBA ’11, and Siqi Mou, MBA ’16, share some of the benefits and experiences they got from their time at Stanford GSB. Read the full article [here](#).
- [10 Grads From America's Top MBA Programs Reveal the Best Advice They Picked up From Professors, Classes, and Mentors — and How Those Lessons Led to Successful Careers](#)
Business Insider – September 27, 2019 – Coral Chung, MBA ’11, Deb Liu, MBA ’02, and Beth Gerstein, MBA ’03, share the best advice they received in business school. Read the full article [here](#).
- [Customers Aren't Always Right. Companies Need to Listen, Observe, and Test Them — and These Are the Best Ways.](#)
Business Insider – September 19, 2019 – Ashley Brasier, MBA ’18 and partner at Lightspeed Venture Partners, shares her advice for better understanding customers.
- [The US Should Amend the Constitution to Put an End to Gerrymandering and Protect Our Democracy](#)
Business Insider – September 15, 2019 – Daryn Dodson, MBA ’07, discusses his opinion on gerrymandering being a serious problem in the U.S.
- [Harvard, Stanford, Kellogg, and Wharton Business Schools All Prize the Personal Essay – Here's How Alums Say to Ace It](#)
Business Insider – September 12, 2019 – Samantha Dong, MBA ’17, and Benjamin Fernandes, MBA ’17, share advice about how to approach Stanford GSB’s admissions essay “What matters most to you and why?” Read the full article [here](#).
- ['Social Problem Solving Through Investment' at the Forefront of Impact Investment](#)
Chosun Ilbo – June 21, 2019 – John Kim, MS ’19, shares information on the investment process of the Stanford GSB Impact Fund and his experience as the healthcare team advisor.

For additional information, please visit the [Stanford GSB Newsroom](#).