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# Columbia Business School: A Century of Ideas, Innovation, and Impact (Columbia Business School Publishing)

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## COLUMBIA BUSINESS SCHOOL



## A CENTURY OF IDEAS

EDITED BY BRIAN THOMAS

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From Columbia University Press : Columbia Business School: A Century of Ideas, Innovation, and Impact (Columbia Business School Publishing) before purchasing it in order to gage whether or not it would be worth my time, and all praised Columbia Business School: A Century of Ideas, Innovation, and Impact (Columbia Business School Publishing):

Featuring interviews with topflight scholars discussing their work and that of their colleagues, this retrospective of the first hundred years of Columbia Business School recounts the role of the preeminent institution in transforming education, industry, and global society. From its early years as the birthplace of value investing to its seminal influence on Warren Buffett and Benjamin Graham, the school has been a profound incubator of ideas and talent, determining the direction of American business. In ten chapters, each representing a single subject of the school's research, senior faculty members recount the collaborative efforts and innovative approaches that led to revolutionary business methods in fields like finance, economics, and accounting. They describe the pioneering work that helped create new quantitative and stochastic tools to enhance corporate decision making, and they revisit the groundbreaking twentieth-century marketing and management paradigms that continue to affect the fundamentals of global business. The volume profiles several prominent centers and programs that have helped the school adapt to recent advancements in international business, entrepreneurship, and social enterprise. Columbia Business School has long offered its diverse students access to the best leaders and thinkers in the industry. This book not only reflects on these relationships but also imagines what might be accomplished in the next hundred years.

After a hundred years, Columbia Business School continues to build on its early programming, but it goes beyond, making decisions aimed at connecting faculty with industry practitioners across disciplines in an effort to link Columbia research with practice. With a strategy grounded in what it takes to succeed in the future, building on the distinctive assets of Columbia's past and present, I know one thing: Anything written for the sesquicentennial and the bicentennial will talk about Columbia's leading role in developing ideas that drive and shape business, nurturing future business leaders and entrepreneurs in its students, and engaging its amazing network of alumni in ideas and talent. (Glenn Hubbard, Dean and Russell L. Carson Professor of Finance and Economics, Columbia Business School) About the Author Columbia Business School, established in 1916, is a highly competitive and distinguished graduate program within Columbia University in New York City. Each year, Columbia Business School grants master's and doctoral degrees with such concentrations as accounting, marketing, finance and economics, and management. Brian Thomas is an experienced business writer, most recently the editor and manager of the Climate Change Futures Project, a two-million-dollar, three-year study by the Swiss Reinsurance Company. He is a former consulting editor for Climate Change Adaptation in New York City, part of Mayor Bloomberg's Climate Change Adaptation Task Force. He has also worked with Bear Sterns and Merrill Lynch as a corporate speechwriter and communications director.