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| Titolo                  | Columbia business school [[electronic resource] ] : a century of ideas /<br>/ edited by Brian Thomas   |
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| Descrizione fisica      | 1 online resource (220 pages)  |
| Collana                 | Columbiana   |
| Disciplina              | 658.0071/17471   |
| Soggetti                | Business students<br>Business education<br>Business schools  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Includes index.  |
| Nota di contenuto       | Frontmatter -- Contents -- Foreword. / Hubbard, Glenn / Carson, Dean / Carson, Russell L. -- 1. Finance and Economics / Ang, Andrew / Bartel, Ann P. / Bolton, Patrick / Dessein, Wouter / Edwards, Frank / Glosten, Larry / Heal, Geoffrey / Huberman, Gur / Jones, Charles / Mayer, Chris / Mishkin, Frederic / Noam, Eli / Prat, Andrea / Rockoff, Jonah / Sagalyn, Lynne / Zeldes, Stephen P. / Thomas, Brian -- 2. Value Investing / Greenwald, Bruce / Johnson, Paul -- 3. Management / Harrigan, Kathryn R. -- 4. Marketing / Holbrook, Morris B. / Lehmann, Donald R. / Schmitt, Bernd -- 5. Decision, Risk, and Operations / Kolesar, Peter -- 6. Accounting / Harris, Trevor S. -- 7. Entrepreneurship / Low, Murray -- 8. International Business / Wei, Shang-Jin -- 9. Social Enterprise / Horton, Ray / Navalli, Sandra -- Current full-Time Faculty at Columbia Business School -- Index |
| Sommario/riassunto      | 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.

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