

1. Record Nr.	UNINA9910815210203321
Titolo	Columbia business school [[electronic resource] ] : a century of ideas / / edited by Brian Thomas
Pubbl/distr/stampa	New York : , : Columbia University Press, , 2016 ©2016
Descrizione fisica	1 online resource (220 pages)
Collana	Columbiana
Disciplina	658.0071/17471
Soggetti	Business students Business education 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.

---