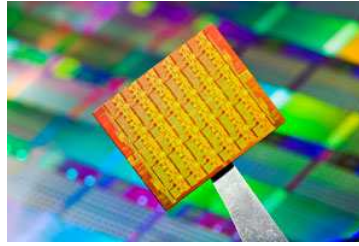


MIT Sloan Management Review

How IT is Reinventing Innovation (and Killing R&D as We Know It)

In part one of a new investigative series on IT-Driven Innovation, MIT Sloan economist Erik Brynjolfsson tells how the rising data flood, and emerging tools for analyzing it, are changing the ways innovation gets done.

MORE ON IT-DRIVEN INNOVATION: See MIT's Michael Schrage on value creation, and Intel Corp.'s Esther Baldwin on managing innovation as a discipline



Values Investing



In her latest book, *Supercorp: How Vanguard Companies Create Innovation Profits, Growth, and Social Good*, Harvard Business School professor Rosabeth Moss Kanter describes how businesses can benefit from thinking broadly about society. [Read more »](#)

An interview by Martha E. Mangelsdorf - *WSJ/Business Insight* - 1/22/10

TED 2010 Report



Once again, *MIT Sloan Management Review's* executive editor travels to Long Beach, Calif., and reports back on what happened at the high-end conference on technology, entertainment, and design. [Read more »](#)

Jimmy Guterman - *Improvisations* - 2/15/10

How to Benefit the Most From Great Hires



You've hired a terrific new employee. Now comes the hard part: How do you ensure that your new 'star' performs as well as possible for your company? It takes much more than individual talent to make it work. [Read more »](#)

Boris Groysberg, Linda-Eling Lee, Robin Abrahams - *Improvisations* - 1/22/10

Ambushed!



Sponsors pay a lot to link their brands to big sporting events like the Super Bowl or the World Cup. Then there are those who get those links without paying for anything. How can your company make that crucial jump? [Read more »](#)

Simon Chadwick and Nicholas Burton - *WSJ/Business Insight* - 1/25/10

The Importance of Meaningful Work



All too often, business students can see little overlap between the jobs they plan to do — and the sort of work that they consider most socially responsible or would most enjoy. It doesn't have to be that way. [Read more »](#)

Christopher Michaelson - *The Magazine* - 1/1/10

How Not To Market On the Web



New research suggests that advertisements which complement online content can be effective — but not if those ads rouse consumers' privacy concerns. There is a way to accomplish one without inciting the other. [Read more »](#)

Alden M. Hayashi - *The Magazine* - 1/1/10

Radical Transparency: A Sneak Peek Into Our Future, via LinkedIn



Those who are part of the new *MIT Sloan Management Review* group on LinkedIn know we're using it to help create a special report on radical transparency that we plan to produce some time next year. Join the conversation. [Read more »](#)

Jimmy Guterman - *Improvisations* - 12/29/09

Eppinger on Product Development: An Update



One of the more popular magazine articles on our website is a 2006 piece by Steven D. Eppinger and Anil R. Chitkara about global product development. Recently, we asked Eppinger to update the article with new insights. [Read more »](#)

Jimmy Guterman - *Improvisations* - 12/22/09

No More Executive Bonuses!



The problem is not that such compensation plans are designed poorly. The problem is that executive bonuses exist at all. Is the entire system rigged? And is there anything we can do about it? What do you think? [Read more »](#)

Henry Mintzberg - *WSJ/Business Insight* - 11/30/09

Trust Me



For entrepreneurs looking to gain credibility, it's often the little things that count the most. But how do you persuade investors, customers, and partners to trust you when you don't yet have a track record? [Read more »](#)

Quy Huy and Christoph Zott - *WSJ/Business Insight* - 11/30/09

Getting An Edge From IT



Companies need to think strategically about their tech investments. Peter Weill, chairman of the MIT Sloan School of Management's Center for Information Systems Research, has some ideas on how to get there. [Read more »](#)

Martha E. Mangelsdorf - *WSJ/Business Insight* - 11/30/09

Michael Watkins Answers Your Questions



Earlier this month we told you we'd be interviewing Michael Watkins, author of *Your Next Move*. We invited you to submit questions to Watkins, an expert in leadership transitions. Here's what he had to say. [Read more »](#)

Jimmy Guterman - *Improvisations* - 11/24/09

Jeffrey Hollender Speaks at MIT Sloan



Jeffrey Hollender, a founder of Seventh Generation, spoke at the MIT Sloan School of Management today. We caught him at a lunch time talk billed as "creating a game plan for transition to a sustainable economy." [Read more »](#)

Jimmy Guterman - *Improvisations* - 11/17/09

How This Financial Crisis Isn't Different



Harvard economist Kenneth Rogoff gave a fascinating guest lecture at MIT earlier this week — looking at commonalities in a number of financial crises. Rogoff recently coauthored *This Time is Different: Eight Centuries of Financial Folly*. [Read more »](#)

Martha E. Mangelsdorf - *Improvisations* - 11/5/09

Why Twitter Lists Matter



Twitter Lists are an efficient way to find voices that you don't know, but should. You may not want to subscribe to a list of 500 people, but take a quick look and you may turn up a



nanduri or interesting, thoughtful people you do think are worth following. [Read more »](#)

Sean M. Brown - *Improvisations* - 11/2/09

A New Way To Think About Sustainability



Smart managers are wary of epiphanies. But at the Pop!Tech conference in Camden, Maine, author Michael Pollan may have made it impossible to think the same way again about sustainability. [Read more »](#)

Jimmy Guterman - *Improvisations* - 11/2/09

The Pile: A New Weekly Feature



Our *Improvisations* blog debuts something new: selected reading suggestions from our editors. Here's what's on our minds, our screens, and our night tables this weekend. We read so you don't have to. [Read more »](#)

Jimmy Guterman - *Improvisations* - 11/1/09

The Dangers of Untested Assumptions



Why do established corporations' new ventures often fail? In *WSJ/Business Insight*, our collaboration with *The Wall Street Journal*, Rita Gunther McGrath knows why -- and has tips for making sure your company's attempts succeed. [Read more »](#)

Martha E. Mangelsdorf - *Improvisations* - 10/26/09

Bank Bashing, Courtesy of a Banker



Two of us grabbed good seats at yesterday's MIT Sloan campus-event headliner: a downwind reflection on fallout from the financial crisis. Featured attraction: a high-level round of bank bashing, with a high-level banker on hand to help do it. [Read more »](#)

Michael S. Hopkins - *Improvisations* - 9/25/09

Management by Kindle



A tech research firm CEO recently tweeted that the Kindle "is indispensable. This Amazon toast was perfectly cooked." I wish I had the version he seems to have. [Read more »](#)

Jimmy Guterman - *Improvisations* - 9/24/09

How to Manage Virtual Teams



Dispersed teams can actually outperform groups that are colocated. To succeed, however, virtual collaboration must be managed in specific ways. For one thing, pay attention to the social skills and self-sufficiency of team members. [Read more »](#)

Frank Siebrat, Martin Hoegl, and Holger Ernst - *The Magazine* - 7/1/09

The New, Faster Face of Innovation



Thanks to technology, change has never been so easy—or so cheap. Innovation initiatives that used to take months and megabucks to coordinate and launch can often be started in seconds for cents. [Read more »](#)

Erik Brynjolfsson and Michael Schrage - *Wall Street Journal/MIT Sloan* - 8/17/09

Customers and Service Innovation



MIT Sloan's Eric von Hippel has long argued that users play a larger role in product development than is commonly believed. Now, in a new working paper, he and Pedro Oliveira look at customers' role in innovating banking. [Read more »](#)

Martha E. Mangelsdorf - *Improvisations* - 9/15/09

Elegance By Design: The Art of Less



Great designers understand the role subtraction plays in elegant solutions. Everything elegant is simple; not everything simple is elegant. The author of *In Pursuit of Elegance* explores what managers can learn from this organizing principle. [Read more »](#)

Matthew E. May - *Special Report* - 7/27/09

How Executives Can Make Bad Decisions



Social networks provide greater access to information, which improves people's judgment and decision making, right? Not always, according to some recent research. Sometimes, social networks can impair your judgment. [Read more »](#)

Alden M. Hayashi - *The Magazine* - 7/1/09

A New Look at Older Technologies



Conventional wisdom has it that new and better technologies replace old ones. But is that always the case? New research suggests it's much more complicated. There are new markets for old technologies. [Read more »](#)

Martha E. Mangelsdorf - *Improvisations* - 9/9/09

Flourishing Forever



MIT's John R. Ehrenfeld, the author of *Sustainability by Design: A Subversive Strategy for Transforming Our Consumer Culture*, no newcomer to the topic, argues that the current craze for going green is all wrong. [Read more »](#)

Interview by Michael S. Hopkins - *Interview Series* - 7/14/09

Toyota's Secret: The A3 Report



How one very smart piece of paper helps the Japanese automobile manufacturer solve problems, create plans, and get new things done while developing a rich organization of thinking problem-solvers. [Read more »](#)

John Shook - *The Magazine* - 7/1/09

Ten Recession-Fighting Resources



As part of our [special report on the economic downturn](#), our editors and experts share insights on how to survive—and thrive—in the current unsettling business environment, along with links to more resources on the web. [Read more »](#)

Martha E. Mangelsdorf - Special Report - 3/27/09

Economy, Then Environment



Yossi Sheffi, director of MIT's Engineering Systems Division and Center for Transportation and Logistics explores how the economic crisis pushes back matters of environmental sustainability. He also shows how it doesn't. [Read more »](#)

Interview by Michael S. Hopkins - Interview Series - 5/21/09