

Tuck in the News

The news items in this section represent a portion of Tuck's media coverage over the past several months. If you have questions about Tuck's coverage in the press, please contact Kim Keating, director of public relations, at 603-646-2733. For more frequent updates on Tuck's coverage in the media, look for our monthly email or visit our Tuck in the News webpage at www.dartmouth.edu/tuck/news/inthenews.

Fine Focus

An October 18 article in **BusinessWeek** titled "Is the Focus Too Fine?" notes that a handful of B-schools are narrowing their core curriculum in favor of programs that develop marketable skills, but it's not a universally applauded trend. Critics say it sacrifices a broad understanding of core business ideas, such as finance, general management, and strategy. Jim Danko, associate dean of strategy and operations at Tuck, believes the push to specialization shortchanges students in the long run. Sure, it may help a student get that first job—but what about the rest of the MBA's 30-year career? "A more vocational degree detracts from the ability to develop the whole person's leadership capabilities," says Danko.

Branding Business

Soft-drink giant Coca-Cola is yearning to return to the halcyon days when its brand—and its advertising—was iconic, with history-making creative spots like its classic "Hilltop" commercial that taught the world to sing. Now the company is scouring the world for an agency to help. In a September 13 article in

Advertising Age, Professor Kevin Lane Keller notes that Coca-Cola is among a handful of marketers that have the opportunity to do the kind of advertising that celebrates brand values and specialness. "That's what a lot of marketers would die for," he says. However, he adds, "When you introduce a lot of new products and are trying to build awareness...that makes it harder to reinforce brand values. That's been partly what's going on with [Coke]."

Thought Leaders

This year, several Tuck professors contributed to two special series in the **Financial Times**. In August, for the Summer School series, Professor Espen Eckbo, director of the Center for Corporate Governance, wrote an article about CEO elections, saying that only widespread reforms will change the balance of power between shareholders and management. Professor Eric Johnson, director of the Center for Digital Strategies, authored an article on the security of business information systems. Johnson says, "The rise of cheap computing, networked via the Internet, has changed the way work is organized to such an extent that executives and policy makers are struggling to understand the opportunities and consequences." In October, Johnson also supplied an article for the **FT's** Mastering Innovation series. He addressed the topic of product innovation partnerships. Professors Vijay Govindarajan and Chris Trimble of Tuck's Center for Global Leadership also participated, contributing an article on the management of experimental business within established organizations.

Higher Learning

Tuck's Center for Digital Strategies has been selected as a contributor to Higher Learning, a new academic analysis section on **CIO** magazine's online publication, **CIO.com**. The center is one of eight business-school groups, including those from Wharton and Chicago, writing bimonthly articles on real-world IT issues. In the center's first article, "Digitally Enabled Service Strategies," posted on October 1, Professor Eric Johnson, the center's director, explores how digital technologies can be used to enable service offerings. He examines four strategies for digitally enabled services and shows how they can be used in different competitive situations to protect revenue, reduce cost, or create new business models. To read the articles, go to **CIO's** website at www2.cio.com/higher/index.cfm.

Top 10 Rankings

This September, **The Wall Street Journal's** annual ranking of the world's best business schools, based on a survey of MBA recruiters, placed Tuck at number three in the national ranking and number six in the international ranking. On October 7, the **Economist Intelligence Unit's** *Which MBA?* announced its ranking of the 100 best full-time MBA programs worldwide, placing Tuck at number three. In the **BusinessWeek** biannual business school ranking, released on October 8, Tuck maintained its spot at number 10. Currently, six top-tier publications rank MBA programs, and each one evaluates a different set of criteria, measuring various aspects of a program. Tuck consistently ranks among the top 10 schools in the world in all these rankings. For more information on rankings, please visit the MBA Program Rankings page on Tuck's website at www.dartmouth.edu/tuck/news/newsroom/rankings.