



Marketing

How Data Mining Can Help Advertisers Hit Their Targets

Shawndra Hill, a senior fellow at the Wharton Customer Analytics Initiative, likes to dig into the details. As someone who studies data mining, she looks for new ways to apply what she finds to solve business problems. Hill's latest research paper, "Television and Digital Advertising: Second Screen Response and Coordination with Sponsored Search," focuses on TV ads, online search and the connections between them.

For the full text article: [Click here](#)

What Does It Mean for a Brand to Have a Point of View?

The idea of corporations publicly taking on political and social positions not long ago was considered verboten. Now it seems almost mainstream. Yet companies need to understand that how they present their beliefs is critical, notes Eric Solomon in this opinion piece.

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Will Israel's Credit Card Market Reforms Work?

Israel has launched a major reform of its credit card industry in a shakeup that has wide-ranging implications for consumers — despite several false starts, opposition from vested interests and skepticism from independent observers.

The new law — based on recommendations from a committee chaired by Dror Strum, former head of the Antitrust Authority — aims to open up the financial sector to more competition to benefit consumers. The central feature of the new law is the requirement that the two biggest Israeli banks — Hapoalim and Leumi — divest their credit card subsidiaries.

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Walk The Talk With Airbnb CEO Brian Chesky

Brian Chesky was just 27 years old when he started Airbnb, a home-sharing bed and breakfast service, with two of his friends. Almost nine years later, Airbnb is used by over 160 million people. From a product designer to an entrepreneur.

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Finance

Predicting Financial Reform Under a Trump Presidency

The Affordable Care Act arguably is not President Barack Obama's only signature legislation. The Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010 — a comprehensive package of financial reform laws that was borne out of the Great Recession — also was signed into federal law during his time in office. Republicans have been trying to undo the act for years. But now that the GOP is in charge of Congress and the White House, the future of financial regulation is less clear.

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Vanguard's CEO on the Future of Investment Management

Vanguard, the world's largest mutual fund company with more than \$4 trillion in assets under management, had a smashing 2016. It was the top destination for investors, raking in net inflows of more than \$277 billion that crushed its competition, according to a Morningstar report that tracks U.S. mutual fund and exchange-traded fund asset flows.

Investors also validated Vanguard's core belief in index funds, injecting a record \$505 billion into all passive funds — with half going to the company, the report said. Meanwhile, the typically costlier actively managed funds saw an exodus of \$340 billion overall, widening the gap between active and passive funds.

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Bloombergquint Must Watch Videos SBI Gets Bigger

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Learning the Tricks of the Trade from Mumbai's Dabbawallas

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What Neeraj biyani, Kunal Shah and Alope Bajpai are Reading

For this full Video: [Click here](#)

Public Policy

What Trump's Executive Order Means for the Environment

With the stroke of a pen, President Donald Trump signed an executive order that unwinds the environmental policies of his predecessor. The order directs the Environmental Protection Agency to begin withdrawing the Obama-era Clean Power Plan, which aimed to reduce carbon emissions by closing coal plants and building new solar and wind farms. By signing the order, Trump reiterated his campaign promise to bring back energy-industry jobs while bolstering arguments made by climate change opponents.

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Following 'Repeal and Replace,' what's the Fate of Health Care?

President Trump and congressional Republicans pulled their proposed American Health Care Act before it could come up for a House vote, realizing it was dead on arrival. They had failed in their self-proclaimed mission to "repeal and replace" the Affordable Care Act (ACA), a.k.a. Obamacare. Many Republicans have been angling to get rid of the law ever since it was enacted in 2010.

For read this full article: [Click here](#)

Why the French Election Will Decide Europe's Future

Populists are on the rise throughout the 28-member bloc, calling in question the very ideals the European Union was built on, and threatening the future of Europe as we know it. In that environment, Scottish independence initiatives and the Dutch elections were comforting news events.

But even two swallows don't make a summer. The EU won't really be able to breathe a sigh of relief until April 23, or at the latest May 7, when the French vote for a new president in their elections. If a pro-European candidate doesn't win there, the European project may instead be forced into a long, cold winter, and nationalist, protectionist and populist agendas may once again take the upper hand.

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Forthcoming Events

Executive Training Program (HBS)

Performance Measurement for Effective Management of Nonprofit Organizations

30 MAY-02 JUN 2017 | LOCATION [Harvard Kennedy School](#) COST \$3,900 The program fee covers tuition, books, case materials, accommodations and most meals.

For detail information: [Click here](#)

Strategic Marketing Management

18-23 Jun 2017 LOCATION HBS Campus COST \$12,500 Explore the core concepts of modern marketing management to develop your own effective customer-centric marketing strategy.

For detail information: [Click here](#)

Case Study

BRITISH AIRWAYS

John A. Quelch

British Airways has recently introduced a global advertising campaign. The development of the campaign and its implementation are discussed. BA and advertising agency executives must renew the campaign and resolve issues pertaining to its future direction

Subjects Covered: Advertising; Advertising campaigns; Consumer marketing; International business

Setting:

Geographic: United States

Industry: Airlines

Company Revenue: \$2.5 billion assets

Event Year Begin: 1983

Event Year End: 1983

For description of this case: [Click here](#)

Global business news at a glance

1. [Building A One-Stop Shop For Small Business Management](#)
2. [Twitter CEO happier with online abuse management](#)
3. [Tata Steel wins award for best risk management practice](#)
4. [10 Facebook Groups You Can Rely on for Management Advice](#)
5. [Amazon's shopping spree at business schools](#)
6. [Mobikwik launches ReMP for auto management of reimbursements](#)
7. [107 Warren Buffett Quotes For Investing, Business, & Personal Finance](#)
8. [Lenovo Strengthens Data Center Business to Accelerate Growth, Announces New Leadership ...](#)
9. [IBM to use Watson for AI based business device management](#)
10. [CEO roles outlined after Aberdeen Asset and Standard Life merger](#)
11. [Uber president Jeff Jones is quitting, citing differences over 'beliefs and approach to leadership'](#)
12. [Disaster management poor in "disaster-prone" Kerala: CAG](#)
13. [Trump Is a Management Challenge for Overseas Business Leaders](#)
14. [Tata in talks with Vanguard, Allianz to sell stake in mutual funds business](#)
15. [Hollywood Business Management Firms MGO and MSPL Sign Merger Accord](#)
16. [HR manager evolves into a strategic business role](#)
17. [How Working for a Bad Boss Made These Women Better](#)
18. [Toshiba chairman quits over \\$3.4bn loss](#)
19. [Should Narayana Murthy & Co play watchdog after exiting Infosys management?](#)
20. [Nokia introduces worldwide IoT network grid as a service](#)
21. [Tata Steel wins award for best risk management practice](#)
22. [Great leaders know that culture is more than values](#)

Business Quiz

Q. In what business is this Bengaluru based startup that has received funding from Premji invest?



Ans. They are into ready to eat foods. Started with idli & dosa batter iD stands for Idli, Dosa.

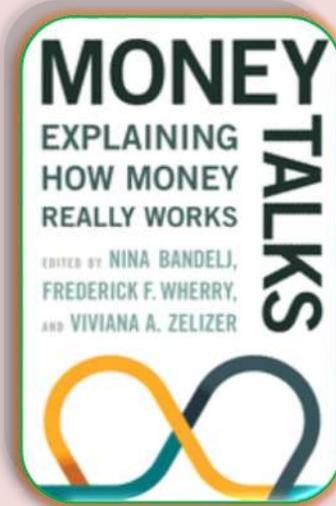
Funding opportunity Entrepreneurship

UnLtd India : It is a launchpad for social entrepreneurs. It work with early-stage social entrepreneurs to help them: a) Develop as leaders b) accelerate their impact c) Prepare their organisations for scaling and further investment. Its programmes include –i) Incubation support - seed funding and support ii) The Network - a network of Affiliate incubators underneath the UnLtd India brand who adapt our model to their local context iii) The Huddle- a national conference for early-stage social entrepreneurs.

TATA Social Enterprise Challenge : It is a joint initiative by the TATA group and the Indian Institute of Management Calcutta (IIM Calcutta), a National Level challenge to find India's most promising social enterprises. Also aimed at raising awareness about Social Entrepreneurship, TATA Social Enterprise Challenge aims to encourage the youth to step up to be the next generation of social entrepreneurs. The challenge will invite social entrepreneurs from across India, who either have an early stage venture or an idea with a proof of concept. The proposed venture needs to have a sustainable business model that creates social impact. There is no restriction on the business model and it can be for-profit, not for profit or even a hybrid model.

Indian Council of Social Science Research (ICSSR): It provides grants to scholars to conduct research in various fields of social sciences which have a theoretical, conceptual, and methodological or policy orientation on the subject of their choice. The research projects may belong to any one of the following social science disciplines or may be interdisciplinary in nature.

Book Alerts



Money Talks: Explaining How Money Really Works Edited by Nina Bandelj, Frederick F. Wherry & Viviana A. Zelizer

The world of money is being transformed as households and organizations face changing economies, and new currencies and payment systems like Bitcoin and Apple Pay gain ground. What is money, and how do we make sense of it? Money Talks is the first book to offer a wide range of alternative and unexpected explanations of how social relations, emotions, moral concerns, and institutions shape how we create, mark, and use money. This collection brings together a stellar group of international experts from multiple disciplines—sociology, economics, history, law, anthropology, political science, and philosophy—to propose fresh explanations for money's origins, uses, effects, and future.

Money Talks explores five key questions: How do social relationships, emotions, and morals shape how people account for and use their money? How do corporations infuse social meaning into their financing and investment practices? What are the historical, political, and social foundations of currencies? When does money become contested, and are there things money shouldn't buy? What is the impact of the new twenty-first-century currencies on our social relations?

At a time of growing concern over financial inequality, Money Talks overturns conventional views about money by revealing its profound social potential.

To read more about this book: [Click here](#)

Feedback

Kindly write to us with your valuable feedback about this issue. It will help us to improve further.

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