

Looking for new business ideas? Look no further than...

IESE's New Management Review

A new magazine is born, one that delivers the vital knowledge executives need in a format that is attractive, accessible and translates directly into action.

"Every year, thousands of research papers are written on the subject of management, many of them containing important ideas but buried deep inside some library stacks or knowledge base," says Prof. Antonio Argandoña, editorial director of the new business publication launched by IESE. "The new *IESE Insight* review has been designed to address this problem, transferring essential knowledge directly to the inner workings of an organization."

The exclusive online publication is packed with stimulating ideas, based not only on the work of IESE professors but on that of respected management experts from prestigious institutions around the world. Each quarter promises to bring readers an engaging mix of articles posing innovative solutions to the business problems managers frequently face, in a format that facilitates fresh thinking and positive action.

The publication's editorial board is made up of IESE Profs. Antonio Dávila, Johanna Mair, Philip Moscoso, Javier Quintanilla and Julián Villanueva. They are responsible for selecting the content of each issue, based on their own particular disciplinary perspectives, and ensuring that the research articles remain rooted in business realities.

The new magazine, published in separate Spanish and English editions, is affiliated with the main IESE Insight knowledge portal (www.ieseinsight.com), which delivers a wealth of complementary material, ranging from teaching resources, downloadable papers, opinion articles and blogs, key business indicators, podcasts and access to an extensive database of more than 7,000 searchable references.



Designed with Alumni in Mind

The magazine is aimed at IESE's alumni of 30,000 professionals working in 100 countries. It was conceived, first and foremost, as a practical tool to help them in their professional development while keeping them abreast of the latest findings and trends in business management, all presented in an attractive and accessible format.

Professors and teaching staff from other educational institutions, and general subscribers with a keen interest in the business themes, will also find this new publication of interest to them.

Members of the Alumni Association will automatically receive a quarterly update via e-mail alerting them to the latest publication, featuring highlights from the current edition. Using their usual log-in name and password, alumni members will be able to view or print off the magazine as they wish.

Non-member alumni are able to take advantage of a special promotional offer, which entitles them to view the magazine free of charge until 2010. From then on, they will need to pay an annual subscription fee.

**Subscribe NOW
and view the first
edition FREE!**

www.ieseinsight.com/review

Providing Rigor and Relevance

We have paid particular attention to the magazine's design and presentation. Each edition contains a lively combination of in-depth articles and interviews with prominent personalities, all written with the practitioner in mind.



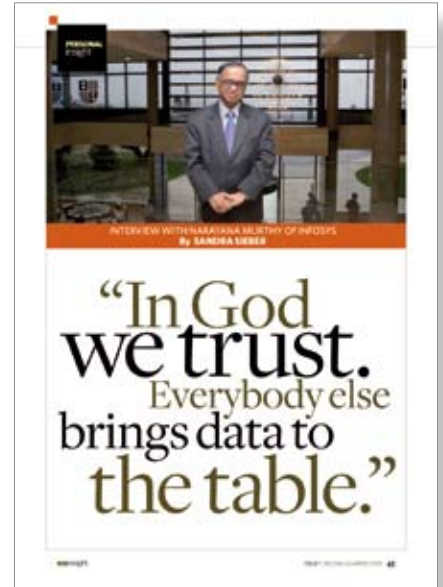
▲ **My Insight**
First-person columns to get you thinking.

Plus: Early Insight

A roundup of quotes, quips, quick knowledge and business trends.



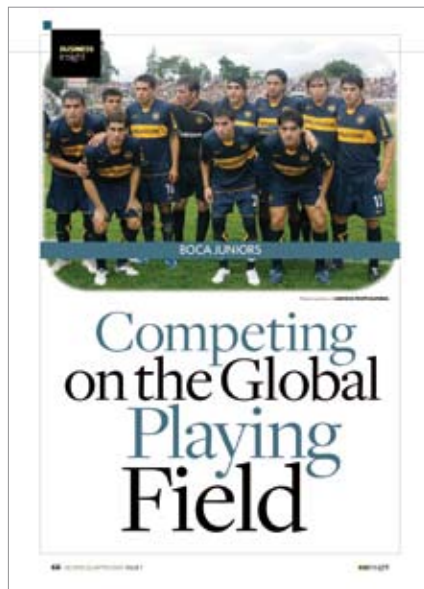
▲ **Deep Insight**
An executive dossier focusing on one overarching theme tackled from different angles, to help readers get to grips with a big issue of management from various vantage points of general management. A useful reference to keep on a given theme.



▲ **Personal Insight**
A face-to-face interview with a top leader, facilitated by a senior IESE professor knowledgeable in the same business area as the CEO, so as to extract the most relevant talking points for managers.



▲ **Expert Insight**
Articles on any subject (not related to the cover dossier), based on serious research but reinterpreted to highlight the practical implications and real-life application for managers.



▲ **Business Insight**
Executives suggest possible ways of tackling a real-life business dilemma, based on their own experiences, linked to an actual teaching case prepared by and available from IESE for group discussion.



▲ **Wider Insight**
An interview with an intriguing personality whose job is not "business as usual." Embedded in the discussion are lateral insights that managers can apply to their own workplace scenarios.

Plus: Last Insight
A final thought from a learned professor, usually recalling the wisdom of past thinkers to address some (not so) modern problems.