

The Strategist 4

Adam Brandenburger

J.P. Valles Professor, NYU Stern School of Business

Distinguished Professor, NYU Tandon School of Engineering

Faculty Director, NYU Shanghai Program on Creativity + Innovation

New York University

A Bigger Frame



A Smaller Frame



Hack B-School: Spring 2013



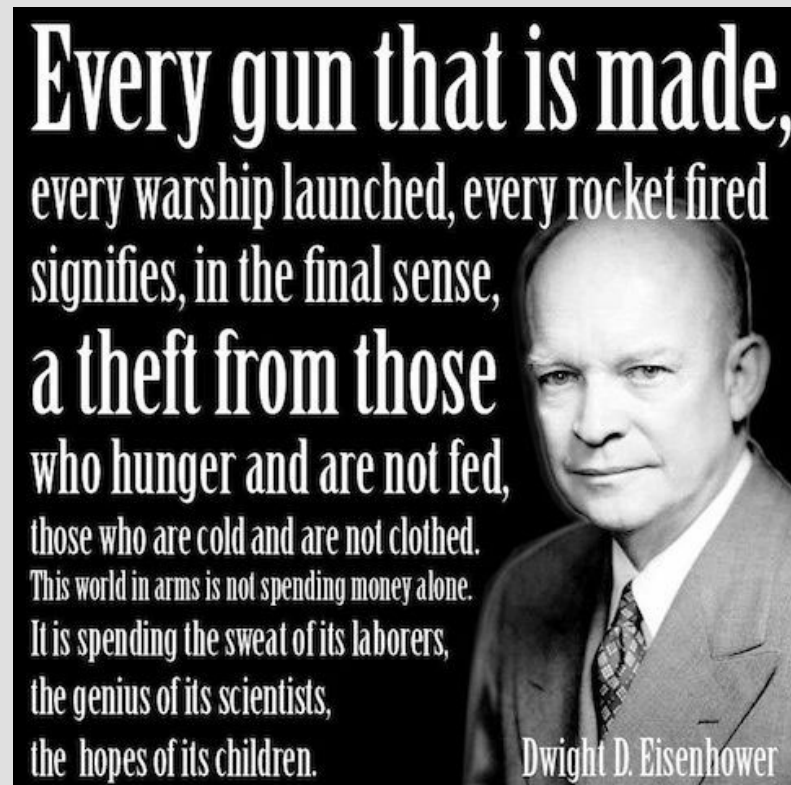
The stated problem: “Listening to the rhetoric of recruiters”

The bigger problem: The lack of experiential learning

The solution: Multiple internships leading, via matching, to job offers

“If a problem cannot be solved, enlarge it”

-- Dwight D. Eisenhower, Supreme Commander of the Allied Forces in Europe, WWII, and U.S. President, 1953-61



A classification of “goods” *

		Subtractability	
		HI	LO
Excludability	HI	Private goods	Toll goods
	LO	Common-pool resources	Public goods