Featured Topic

Social Intrapreneurship

In honor of the inaugural Aspen Institute First Movers Summit, Aspen's online library of teaching materials, Caseplace.org, takes a look at social intrapreneurship.

- The Rise of the Intrapreneurs
- Because It's Right: Effective Arguments for Green Supply Chains
- Innovating from Within
- Social Intrapreneurs - An Extra Force for Sustainability
- Driving Sustainability at Bloomberg L.P.

Click here to find additional teaching cases and articles on social intrapreneurship.

Putting an End to the Default Practice of Short-term Earnings Guidance

In the midst of earnings season, Judith Samuelson, Executive Director of Aspen BSP, takes on the issue of earnings guidance, emphasizing the need for a shift away from forecasting EPS towards metrics that say more about predictors of long term success. She emphasizes the danger of companies focusing too much on meeting or exceeding quarterly earnings saying, "...companies fixated on the quarter abandon, or give short shrift to, investments that ensure a

First Movers Summit:
Building Connections, Amplifying Impact

The Aspen Institute Business & Society Program hosted the first ever First Movers Summit from October 5-7, 2012 in Aspen, CO. This weekend event brought together First Mover Fellows from the four fellowship classes and other invited experts in the field of social intrapreneurship.

The goals of this inaugural event were threefold: 1) connect - build bonds across classes of Fellows and with other experts in social intrapreneurship; 2) share knowledge - learn how social intrapreneurs are changing the game in business; and 3) amplify impact - explore how we can leverage the efforts of intrapreneurs to move to scale.

To learn more about the key takeaways, read the full Summit report or visit the Summit's web page.

Purpose of the Firm Meeting at Wharton

The third in a series of roundtables
publicly traded company's long term survival." Click here to read her blog on The Huffington Post.

New This Week at CasePlace.org

Check out new materials at our "New @ CasePlace" page, updated weekly on CasePlace.org.

- Disaster Resilience: A National Imperative
- Vietnam Handicraft Initiative: Moving Toward Sustainable Operations
- The Shareholder Value Myth: How Putting Shareholders First Harms Investors, Corporations, and the Public
- Wheeling Cardiology Associates
- License to Cheat: Voluntary Regulation and Ethical Behavior

Journal of Management Education: Call for Papers!

There is a call for papers out for a special issue of the Journal of Management Education which will be titled, Integrating Liberal Learning, Humanities and Management Education: Putting the Carnegie Report into Practice. Two members of the Aspen Undergraduate Business Education Consortium, Matt Statler of NYU and Pierre Guillet de Monthoux of Copenhagen Business School, are the guest editors of this issue.

Information on the call for papers can be found here. Please let Matt (mstatler@stern.nyu.edu) or Pierre (pgm.lpf@cbs.dk) know if you have any questions.

Upcoming Webinar on Assessment - Nov. 29th at 1:00 PM ET!

The Aspen Undergraduate Business Education Consortium, focused on better integrating liberal learning into business education, has organized a webinar to address the topic of assessment and different mechanisms used in assessment on Thursday, November 29 at 1:00 PM ET. The webinar will be led by Phyllis Brown and Susan Parker from Santa Clara University and Matt Statler and Diann Witt from NYU. Please email paige.reidy@aspeninst.org if you'd like to join this webinar.

The League of Intrapreneurs

Ashoka Changemakers in partnership with Accenture and Imaginals is pleased to announce the League of Intrapreneurs Competition. This competition is a
movement to identify, support and build a global network of social intrapreneurs who are well equipped to deliver sustainable innovation and social impact. Learn more about the competition by watching this video or visiting changemakers.com/intrapreneurs.

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**On Our Radar**

*View upcoming conferences, business school faculty / senior administrator position openings and other announcements.*

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**OpenIDEO Launches New Open Innovation Challenge**

Aspen Institute First Mover Fellow, Nathan Waterhouse, is pleased to announce that OpenIDEO has launched a new open innovation challenge - in partnership with the Fowler Center for Sustainable Value at Case Western University - to explore the topic of Businesses as Agents of World Benefit: *how might we identify and celebrate businesses that innovate for world benefit, and inspire other companies to do the same?* Click [here](#) to learn more.

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The Aspen Institute's Center for Business Education encourages future business leaders to innovate at the intersection of corporate profits and social impacts. Our goal is bold and long-term: to radically re-orient the MBA degree to embrace the principles of corporate citizenship and sustainability.

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