

Making Headlines

News stories featuring the Neeley School of Business at TCU



July 3, 2010

Are investing sayings like 'Don't fight the Fed' true? - By Matt Krantz

Turns out some seemingly trite phrases that investors like to repeat like mantras do provide a guide, albeit a crude one, to follow. Sayings like "Don't fight the Fed," "The trend is your friend" and "Don't invest in companies that build monuments to themselves" boil down market concepts that continue to ring true. So USA TODAY picks apart some of these well-worn

Adage No. 3: "Avoid investing in companies that build monuments to themselves."

True. The trappings of success, apparently, snare companies just as they do consumers. When companies spend money on outward signs of their financial accomplishments, such as monuments to themselves or opulent headquarters, that's a real warning to investors, says **Mauricio Rodriguez, a finance professor at Texas Christian** and co-author of a report on the topic. When a company moves its headquarters to save money, that's a good sign for the stock, says Rodriguez, and investors are rewarded. But when a company moves into a luxurious office, and touts the architecture of the office and how long it takes to complete construction, it's a warning to investors that the managers' interests are not aligned with those of shareholders, he says. Stocks of companies moving into fancy headquarters have been punished over time, he says.

"When companies move to opulent structures that are over the top, the stock market reacts in a negative light," he says.

The Dallas Morning News

July 4, 2010

Education Notes: TCU professor receives award

Texas Christian University professor **Robert Leone** is a 2010 Churchill Award winner. The award recognizes lifetime achievement in the academic study of marketing research. The American Marketing Association Research Special Interest Group will present the award to him at its conference in Boston. Visit www.tcu.edu.



Newz@Letter

July 7, 2010

More than kudos

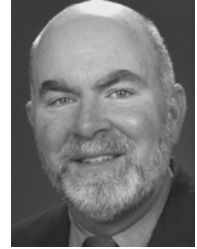
Dr. Robert Leone researches marketing. At TCU's **Neely School of Business**, he devises models that measure relationships between sales and advertising, branding, competition, etc...OK, sounds dry. But he's the best there is, as evidenced by his selection by the American Marketing Association as the 2010 Churchill Award lifetime achievement winner. He has worked closely with several companies including Sears, Victoria's Secret (not *that* close), Alliance Data Systems, Kodak and P&G.

Star-Telegram

July 19, 2010

Workfaces: Honors

Robert Leone of the Neeley School of Business at TCU has received the 2010 Churchill Award from the Marketing Research Special Interest Group of the American Marketing Association.



July 21, 2010

ESPN Will Broadcast Live From Sundance Square

Starting Jan. 31, ESPN will set up its headquarters for its week-long Super Bowl XLV coverage in the Chisholm Trail parking lot in downtown Fort Worth, officials announced Wednesday. - By Dan X. McGraw

ESPN will have a little cowboy swagger for the Super Bowl. Starting Jan. 31, ESPN will set up its headquarters for its week-long Super Bowl XLV coverage in the Chisholm Trail parking lot in downtown Fort Worth, officials announced Wednesday. The cable network will broadcast more than 80 hours of live coverage, including hosting "SportsCenter," in Sundance Square.

TCU Neeley School of Business Dean Homer Erikson said the coverage could infuse millions of dollars into Fort Worth's economy, and the effect would likely last well past the Super Bowl's final whistle. "It will build a brand for Fort Worth," he said. "It will expand its popularity. There will be a significant afterlife. It won't just be the day of." Erikson said the coverage will allow Fort Worth to showcase its community, its culture and city, and it would likely boost tourism in the future.

SMART BUSINESS

INSIGHT. ADVICE. STRATEGY:
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Special Report: 3 Questions for Larry Peters, professor of management, Neeley School of Business, Texas Christian University

Larry Peters is a professor of management at the Neeley School of Business at Texas Christian University, where he has taught undergraduate, graduate and doctoral classes. He earned his Ph.D. in industrial and organizational psychology. He has written or edited nine books and is the author of dozens of papers and reviews.

Q. Realistically, how much should companies set aside for a training budget?

Training needs to be rethought as a contributor to new behavior and new results. In that light, the answer is in what it takes to get results from training to produce results on the job. That will be less costly and more impactful than throwing more dollars at training.

Q. How can companies monitor training results?

Companies need to do more than attempt to 'measure ROI' for training. They need to design conditions that create new results — and, if done, measuring ROI becomes clear. I work with companies to include the direct supervisor of those in a development program in the development activities. We often ask supervisors to work with their reports as they finish a training program to identify how their reports will apply to their learning on the job. Supervisors are asked to encourage participation in the training efforts, discuss projects that would apply the new learning, find opportunities for those projects on the job, provide support for application and be available four to six months later when senior leaders review the project



Neeley in the News - continued

work. This means that we ask supervisors to be stewards of a company's investment in training, a partner of sorts. It also means that application is as critical as training.

Q. What is the importance of corporate training in this economy?

Development matters. Talent is the sum of the natural gifts that people bring to work, their experience and what companies can do help grow new capabilities through training. It forms a company's talent pool — never more critical than when the economy is soft and companies need the best from their people. Companies that have invested in their people, who have helped their people develop usable skills and experience in good times are the ones that have been best able to weather the recent economic storms.