

Neeley in the News
September 2006



Dallas Business Journal

GET FACETIME IN A HIGH-TECH ENVIRONMENT - by *Sandra Zaragoza*

In many cases, managers use e-mail as a fallback because it's more convenient, said **Dr. Christine Riordan, associate dean of external relations at Texas Christian University**. Riordan says that e-mails are fine for straightforward "information-type messages," but for complex messages, such as a performance review or an update on a new sales strategy, there is no substitute for face-to-face discussions. 9/1/06

Newz@Letter FORT WORTH
CHAMBER

NEW BUSINESS ATTIRE: Think **Neeley School of Business** at TCU and think "Personal," "Connected," "Real." That's what the Balcom Agency came up with and -- It's More Than Business. It's Personal. -- is the business school's new logo and branding campaign. 9/6/06

TCU DAILY SKIFF

BUSINESS SCHOOL LOOKS TO PERSONALIZE IMAGE – by *Joanne Bernal*

The School of Business launches a new personal branding campaign this semester that is expected to provide a more unified image for the school, **said Jeff Waite, director of external relations for the business school**. "There will be one Neeley look that, hopefully, will be identified in the marketplace," he said. "Now there's a new look and feel for the Neeley School that represents all of the Neeley School." 9/7/06

Star-Telegram

TEXAS CHRISTIAN CELEBRATES ITS GROWING POPULARITY, DIVERSITY - by *Matt Frazier*

Boschini told the audience of students, faculty and staff that TCU's academic programs are also receiving attention, including the **Neeley School of Business, recently recognized by *BusinessWeek* as one of the nation's top business schools.** 9/7/06



WANT THAT CORNER OFFICE? HERE'S HOW – by Jennifer Merritt

Ron Davenport knew early in his eight-year career with Nokia that earning an MBA would land him his current position as sourcing site manager at the cellular company's production creation center in Beijing. **He credits his executive MBA from Texas Christian University with getting him where he is today.** "It was like a ticket that was needed to enter the position," Davenport says, noting that candidates with advanced degrees are typically selected for international assignments at Nokia. "Although I had strong experience and past performance, I needed a master's degree to even be considered. Additionally, the MBA gave me a better perspective on the business cases my team now works with on a daily basis." 9/11/06

CollegeJournal today from THE WALL STREET JOURNAL

B SCHOOL APPLICATIONS: WRITING A WINNING ESSAY – by Sarah Neeleman

When applying to the M.J. Neeley School of Business at Texas Christian University, Sal Mistry explained how he helped a client of his consulting business learn about the health of a technology company it was looking to acquire. "Instead of telling us that he is capable of developing creative solutions, he gave us a specific situation he faced," says **Peggy Conway, director of M.B.A. admissions at the Fort Worth, Texas, school.** Mr. Mistry says he outlined the steps he took to create a list of the technology company's customers, such as poring through job ads to identify employers hiring applicants with experience using its technology products. Mr. Mistry, 34, was accepted into Neeley's accelerated one-year program. 9/11/06



BUNDLES OF JOY: PLAYING LOWBALL – by Phil Harvey

Charter high-speed Internet customers were tempted last week with an offer worth phoning home about: unlimited local and long-distance calling for \$19.99 a month. Twelve months later, the price creeps to \$39.99 a month. "You're attracting the wrong kind of customers," **Bill Cron, a marketing professor at TCU's Neeley School of Business,** says of these bottom-feeding bundles. "And that's potentially destroying the industry." While cable and phone companies scour the Earth for deal-hunters, the barons of bundling aren't rewarding existing customers for years of loyalty. "Everybody expects something extra for being loyal," says Cron. "In some programs, all you get for loyalty is that you're charged more." 9/12/06



NEW BROADBAND CUSTOMERS GET ALL THE LOVE

"You're attracting the wrong kind of customers," **Bill Cron, a marketing professor at TCU's Neeley School of Business,** says of these bottom-feeding bundles. "And that's potentially destroying the industry." While cable and phone companies scour the Earth for deal-hunters, the

Star-Telegram

barons of bundling aren't rewarding existing customers for years of loyalty. "Everybody expects something extra for being loyal," says Cron. "Yet, in some of these programs, all you get for loyalty is that you're charged more." 9/13/06

4 TOP EXECES ARE LEAVING RADIOSHACK – by Heather Landy

(FRONT PAGE)"When somebody comes into an organization, they're looking for very specific skills from their senior leaders in a turnaround situation," said **Christine Riordan, a professor of management at Texas Christian University's Neeley School of Business.** 9/13/06

Star-Telegram

4 TOP EXECUTIVES TO LEAVE COMPANY – by Heather Landy

Although some new CEOs prefer to take time to assess their new employers and hear out the existing executive teams, others, especially at troubled companies, choose to take swifter, more radical action, **said Christine Riordan, a management professor and associate dean of external relations at Texas Christian University's Neeley School of Business.** "I've seen and worked with companies that have handled it both ways," Riordan said. "But when somebody comes into an organization, they're looking for very specific skills from their senior leaders in a turnaround situation. In many cases, it's easier for the CEO to bring in people he knows, with specific competencies and who are on board with the plan." Sweeping management shake-ups can throw a corporate headquarters staff off-kilter temporarily, but that can be contained if handled correctly, she said. 9/13/06

Austin American-Statesman

statesman.com

UT JUMPS TO 18TH IN RANKING OF BUSINESS SCHOOLS; TEXAS CHRISTIAN WAS HIGHEST-RANKED TEXAS SCHOOL ON WALL STREET JOURNAL LIST

The University of Texas jumped 13 spots to No. 18 in the Wall Street Journal's annual ranking of best business schools. **The top-rated Texas school was Texas Christian University's Neeley School of Business, which was 11th, up from 18th last year.** 9/20/06

Star-Telegram★.com

TCU BEST IN TEXAS ... BUSINESS SCHOOLS

The TCU purple pride can get a little more pumped.

TCU's **Neeley School of Business rose in yet another national ranking** Wednesday, when *The Wall Street Journal* ranked the school 11th among "regional" business schools, best in Texas and putting it ahead of the University of Texas, Rice, SMU, and Texas A&M. TCU attributed the high

ranking to the school's "enduring commitment to provide a high quality education that is personal, connected and real." 9/20/06

THE DAILY TEXAN

Serving the University of Texas at Austin since 1900

MCCOMBS SCHOOL'S STOCK RISES IN JOURNAL ranking - by Jennifer King

The McCombs School of Business climbed 13 spots to No. 18 in The Wall Street Journal's annual ranking of top business schools in the nation. **Texas Christian University's Neeley School of Business is the top-ranked Texas school in the 2006 report, ranked 11th overall this year.** Fifty-one schools were surveyed for this year's ranking and rated by local recruiters on 21 attributes. Recruiters also ranked the schools based on their future plans to recruit at the universities. 9/21/06



TCU NAMED BEST BUSINESS SCHOOL IN TEXAS

Neeley School of Business at Texas Christian University has been named the best business school in the state of Texas. The list was compiled by the Wall Street Journal. The school came in 11th among regional graduate programs ranked by the paper. The University of Texas, Rice, Southern Methodist University and Texas A&M's business schools also made the list. 9/21/06

Star-Telegram

GOOD BUSINESS: TCU'S NEELEY SCHOOL WINS ANOTHER HIGH RANKING – by Jim Fuquay

Texas Christian University retained its place as the state's top business school in *The Wall Street Journal's* ranking of national and regional graduate business programs. The university's M.J. Neeley School of Business rose to 11th place among regional schools. Other Texas schools on the regional list were the University of Texas at Austin at No. 18, Rice University at No. 26, Southern Methodist University at No. 29 and Texas A&M University at No. 31. TCU was 18th on the list last year and sixth in 2005. 9/21/06

Austin American-Statesman

UT BUSINESS SCHOOL RISES IN NEWSPAPER RANKINGS

The University of Texas McCombs School of Business jumped 13 spots to No. 18 in *The Wall Street Journal's* annual ranking of best business schools. **The top-rated Texas school was Texas**

Star-Telegram

Christian University's Neeley School of Business, which was 11th, up from 18th last year. Other Texas schools in the top 50 were Rice University, 26; Southern Methodist University, 29; and Texas A&M University, 31. 9/21/06

FINANCIAL REPORTING LAW MEANS BUSINESS – by *Jim Fuquay*

Four years after Congress overhauled the nation's rules governing corporate financial reporting, the ripples are still lapping across Tarrant County accounting firms, with many saying they're busier than ever as companies continue to demand more auditing services to meet the new regulatory requirements. That kind of demand is giving students added incentive to major in accounting, **said Bob Vigeland, chairman of the accounting department at Texas Christian University in Fort Worth.** "We had about 65 senior accounting majors last year. This year it's 95," Vigeland said. "They typically end up with multiple job offers," he said, while the competition has pushed starting salaries to about \$50,000 a year and made signing bonuses common. 9/25/06

Fort Worth Business Press

TCU'S NEELEY SCHOOL SCORES BIG IN LATEST RANKINGS - By *Jeff Seaver*

TCU's football team isn't the school's only program climbing the national polls. The **Neeley School of Business rose to No. 11 out of 51 regional schools in *The Wall Street Journal Guide to Top Business Schools* published Sept. 20.** It's the second consecutive year that the Neeley School has been the highest-ranking business school in Texas. Up seven spots from last year, it ranked above No. 18 McCombs (University of Texas at Austin), No. 26 Jones (Rice), No. 29 Cox (SMU) and No. 31 Mays (Texas A&M). This is the third straight year that Neeley has ranked in the top 20.

Star-Telegram

9/25/06

School backed by strong ethics – by *Mitchell Schnurman*

Two years ago, **Dan Short** came to Texas Christian University to be dean of the business school and promptly declared, "I want to own Texas." ... **He and the Neeley School of Business have reason to crow.** Last week, in a special report by *The Wall Street Journal*, Neeley was ranked No. 11 among regional business schools nationwide, higher than the University of Texas at Austin (18), Rice (26), Southern Methodist University (29) and Texas A&M (31)... "We want to do well on the [business school] polls, but we don't want to be managed by them," Short says... "If our sole objective was to get in the [*Journal*] ranking, we could have done it, but it would have been self-defeating," says Bill Cron, Neeley's associate dean of graduate programs. "If employers weren't happy with our students, we'd end up shooting ourselves in the foot." ...

Neuman Pollack, co-author of *Barron's Guide to Graduate Business Schools*, plans to update his next edition with details about TCU and *The Journal* rankings. "It speaks to the high ethics at the school," he said. 9/27/06