

# News



The Fuqua School of Business was ranked No. 9 in the 1999 *U.S. News & World Report* survey of America's Best Graduate Schools that was released in March. In addition, Fuqua was ranked in two areas of specialty: No. 6 in marketing and No. 8 in general management. Fuqua also ranked No. 4 among Executive MBA programs.

Fuqua's Global Executive MBA (GEMBA™) program was singled out in a sidebar story chronicling its innovative leadership in the field of Internet-mediated learning. The article, "Duke's successful online executive MBA program could start a trend," appears in the *U.S. News & World Report* online site ([www.usnews.com](http://www.usnews.com)) and in its guidebook to America's Best Graduate Schools.

FN

**G. Richard Wagoner Jr.**, a 1975 Duke graduate and the current chair of Fuqua's Board of Visitors, was promoted to president and chief operating officer of General Motors Corporation in October 1998. He was later featured on the cover of the February 1, 1999 issue of *Business Week*.

FN

Fuqua's Global Executive MBA program continues to receive tremendous coverage in the international media. GEMBA was the subject of a November 9, 1998 feature story in the *Financial Times* (London). The article was entitled "Managers keen to tackle global learning curve." Dean **Rex D. Adams** and students **Keith Dierkx '99**, **Bradley Honeycutt '99** and **Olivier Vavasseur '99** were all quoted after the reporter's visit to GEMBA's October residency in Madrid, Spain.

In other GEMBA news items, **Bruno Schmid '98** was featured in the German business magazine *DM* in November; the GEMBA residency in Madrid received coverage in a host of Spanish media outlets, including *El Pais*, *Gestion Informacion*, *ABC*, *Expansion* and *Actualidad Economica*; and the GEMBA residencies in Beijing and Hong Kong resulted in coverage from the *Beijing Weekend* and the *Asian Wall Street Journal*.

## 1999 U.S. News Top 25 Business Schools

- |                                |       |
|--------------------------------|-------|
| 1. Stanford                    | (*1)  |
| 2. Harvard                     | (*1)  |
| 2. Northwestern (Kellogg)      | (*6)  |
| 2. Pennsylvania (Wharton)      | (*3)  |
| 5. MIT (Sloan)                 | (*3)  |
| 6. Chicago                     | (*6)  |
| 7. Columbia                    | (*3)  |
| 7. Michigan                    | (*10) |
| 9. DUKE (FUQUA)                | (*10) |
| 10. UCLA (Anderson)            | (*8)  |
| 11. Virginia (Darden)          | (*10) |
| 12. Dartmouth (Tuck)           | (*8)  |
| 13. NYU (Stern)                | (14)  |
| 14. California-Berkeley (Haas) | (*10) |
| 15. Yale                       | (*15) |
| 16. Cornell (Johnson)          | (19)  |
| 16. UNC (Kenan-Flagler)        | (*15) |
| 18. Carnegie Mellon            | (*15) |
| 18. Texas                      | (*15) |
| 20. Purdue (Krannert)          | (24)  |
| 21. Emory (Goizueta)           | (*21) |
| 21. Indiana (Kelley)           | (*21) |
| 23. Rochester (Simon)          | (20)  |
| 23. Southern Cal (Marshall)    | (*21) |
| 25. Vanderbilt (Owen)          | (*25) |

1998 rank in parentheses. \* = tie.

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Professor **Campbell R. Harvey's** hypertextual finance glossary was featured in a January 7, 1999 article in the *Investor's Business Daily* as well as the March 1999 issue of *Smart Money*. Harvey's site, which contains more than 2,500 words and 7,500 links, receives more than 10,000 hits daily. ([www.duke.edu/~charvey/Classes/wpg/glossary.htm](http://www.duke.edu/~charvey/Classes/wpg/glossary.htm))

## THE WALL STREET JOURNAL

The March 1999 installment of the Financial Executives Institute / Duke University Corporate Outlook survey received a tremendous amount of coverage in the media. Assistant professor **John R. Graham**, the director of the quarterly survey, was interviewed on CNBC's nightly program "The Edge" after being quoted in a feature article in the March 26 *Wall Street Journal*. The poll of 371 chief financial officers showed that 68