Dear

The library is currently trialing the *Stanford Executive Briefing Series* from Alexander Street Press. This series brings together the brightest minds in the business world today, offering top-level lectures from business professors, CEOs, entrepreneurs, and more. Now, for the first time, this wealth of knowledge is available in streaming video format, all in one online database, searchable through the library.

If you think it sounds interesting please have a look around and let us know what you think.

**ABOUT THE SERIES**

Each month, Stanford University invites leading executives to share their experiences and expertise in an elite business forum. The *Stanford Executive Briefing Series* is an instant-access, streaming video bundle of 70 business lectures by an elect group of executive leaders. This compilation of the premiere lectures on business and entrepreneurial topics provides a thorough framework for starting and managing a business. The videos feature CEOs, venture capitalists, entrepreneurs, and business professors discoursing on the future of commerce, addressing such aspects of business as proactive marketing, competitive branding, pricing strategies, methods for leadership, negotiation techniques, business strategy, and the influence of new technologies.

The talks are a brilliant combination of academic and practical, and include such titles as:

* *Happiness Matters: Creating a Culture for Business to Thrive*
* *Playing to Win: How Strategy Really Works*
* *Building a Winning Team*
* *The Opportunity and Threat of Disruptive Technology*
* *The Power of Persuasion*
* *Why Zebras Don’t Get Ulcers*

By gathering these rare and timeless videos into one online database, the bundle provides business students and faculty with a survey of the most important topics of the contemporary business arena. You can watch videos anytime, anywhere, on your laptop or mobile device!

**Rare and Unique Speeches**

The lectures in the *Thought Leaders Bundle* were often one-time engagements, tailored specifically to Stanford University’s Executive Briefing colloquia. Because of this, the videos contain rare and unique speeches that are not available in any other form, whether video or text. This compilation preserves these memorable talks for academic posterity, allowing librarians and faculty to immediately share these singular teaching events with students of business.

**Top Business Leaders**

Featured speakers are comprised of the most powerful and influential voices in the study of modern business, including:

* **Clayton M. Christensen**, Professor at Harvard Business School, Author of The Innovator’s Dilemma
* **Jack Zenger,** Author, Speaker, CEO of Zenger Folkman, a consulting firm specializing in leadership development
* **Steve Young**, Managing Director of Huntsman Gay Global Capital, NFL Hall of Fame Quarterback
* **Tony Hsieh,** Internet Entrepreneur, CEO of Zappos
* **Linda A. Hill,** Professor at Harvard Business School, Co-author of Being the Boss and Collective Genius
* **David Aaker**, Vice Chairman of the Prophet consulting firm, Professor Emeritus at University of California, Berkley
* **Douglas Conant,** former CEO of the Campbell Soup Company
* **Colleen Barrett,** President Emerita of Southwest Airlines

We would love to hear what you think. If you like the videos and would like to keep them in the library’s permanent collections please let us know. This series is on trial for the next couple of weeks so be sure to have a browse before then.

If you would like help with the interface or content Alexander Street Press can hold a tutorial for all faculty and staff, so if this would be of use let us know and we can organize it.

Looking forward to hearing from you.

Kind regards,