

JOHN C. BECK

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EDUCATION

Harvard University, Ph.D. Joint Program in Business Studies -- Organizational Behavior (first graduate of this program) -- November 1989

Harvard Business School, completion of 1st year MBA course work as part of PhD program -- June 1986

National University of Singapore (Nanyang Campus), As a Rotary Scholar took a one year course in Mandarin Language and Research -- 1984

Harvard College, B.A. *summa cum laude* Double Major in Sociology & East Asian Studies -- June 1983; winner of both the Fulton and Hoopes Prizes for outstanding research.

PROFESSIONAL EXPERIENCE

- 2003-present **NORTH STAR LEADERSHIP GROUP** **Phoenix AZ**
President –Think tank focuses on understanding the social aspects of new technologies and methods of increasing productivity, creativity, and sustainability. Work closely with top national leaders and corporate executives to develop and implement strategic change programs. Most importantly, have developed and have patents pending on I-L-X (Interactive Learning eXperience) online, videogame-like systems to replace in-classroom training and education. Praised by top publications around the world for being the first to make this major breakthrough. www.nslg.net
- 2004-present **UNIVERSITY OF SOUTHERN CALIFORNIA** **Los Angeles CA**
Visiting Professor and Senior Research Fellow, Annenberg Center for the Digital Future -
Lead research on the role of online communities in changes in social behavior around the world.
- 2013-present **CAMBODIAN GOVERNMENT** **Phnom Penh, Cambodia**
Senior Advisor to the Minister of Commerce, Minister of Public Works and Transport and to the Vice Chairman of the Cambodian Development Council – Perhaps the greatest legacy of my career will be the work I’ve done in Cambodia to move the country toward adopting English as a national language. Based on my work, starting in 2016, all elementary school children are required to learn English and a national radio broadcast in English has also been implemented.
<http://www.khmertimeskh.com/news/16413/english-lessons-go-nationwide/>
- 2014-present **DOSHISHA UNIVERSITY / STANFORD JAPAN PROGRAM** **Kyoto, Japan**
Visiting/Adjunct Professor – Teach in MBA courses and conferences at one of Japan’s most prestigious universities.
- 2018-present **OSAKA UNIVERSITY / IAFOR RESEARCH CENTER** **Osaka, Japan**
Senior Research Fellow
- 2016-2018 **ARIZONA STATE UNIVERSITY** **Phoenix AZ**
Chief Innovation Officer, Senior Advisor to the Provost – Designed capstone, cross-disciplinary experiences for graduate and undergraduate students at the largest and most innovative university in the United States.
- 2011-2016 **HULT INTERNATIONAL BUSINESS SCHOOL** **Phoenix/San Francisco/Boston**
Senior Advisor to the President/CEO, Managing Director, Hult Labs, Research Fellow, and Professor – Based on interviews with one hundred executives around the world, developed a new strategy and educational system for the largest business Masters program in the world. Also led Hult’s think tank. Advised the president on key strategic decisions for the school. Originated the idea for the annual Economist Business Professor of the Year award.
- 2008-2013 **INTERNATIONAL UNIVERSITY OF JAPAN** **Urasa / Tokyo Japan**
Senior Advisor to the President and Visiting Professor Led courses on Strategy and infrastructure development.
- 2010 – 2011 **LEE KUAN YEW SCHOOL OF PUBLIC POLICY, NUS** **Singapore**

Professor and Senior Advisor to the President – Teaching executive and master’s classes in public policy strategy and governmental change management. Asked to lead the Asia Competitiveness Institute, studying national strategies in Asia and Africa.

- 2013-2015 **JUMP ASSOCIATES** **San Mateo CA**
Senior Advisor to the CEO – Work with this innovative strategic design firm on their internal strategy and strategic thinking for their clients.
- 2003-2011 & 1987-1992 **MONITOR GROUP** **Cambridge, Massachusetts**
Senior Advisor to the CEO/Chairman and Consultant - Worked with Monitor’s top executives to provide new insights and perspectives on leadership, strategic direction, executive education and technology. As a full-time consultant with Monitor between 1987 and 1992, responsibilities included oversight of offices in Japan, Korea, and Singapore, management of teams of consultants, analysis of strategic information, and recommendations to client firms' top managers.
- 2003-2010 & 1994-1998 **THUNDERBIRD GRADUATE SCHOOL OF INT'L MANAGEMENT** **Glendale, AZ**
Professor of Global Management/Dean of Research/Senior Research Fellow - Designed and taught MBA and executive level courses on Consulting, Strategy, Business Policy, Global Management, and Organizational Behavior. Numerous teaching awards.
- 2005-2009 **GLOBIS SCHOOL OF INTERNATIONAL MANAGMENT** **Tokyo, Japan**
Dean and Professor – Led seminars and advised this growing Japanese educational institution on best practices in global management education before and after being named Dean.
- 2004-2009 **IMD** **Lausanne, Switzerland**
Visiting Professor – Program for Executive Development. Taught strategic thinking, leadership, and war gaming.
- 2006-2008 **IPADE** **Mexico City**
Visiting Professor – teach in the CEO program, the Executive MBA program, the MBA program and other programs in this Globally top-ranked business school.
- 1997-2003 **ACCENTURE** **Boston MA / Phoenix AZ**
Director of International Research, Institute for Strategic Change - Led the research and publication efforts on the future of wireless technology and Global eCommerce at Accenture’s think tank. Developed models of globalization, strategic change, and country investment optimization. Delivered presentations and proposals to top executive around the world.
- 2004-2006 **CHOICE HUMANITARIAN** **Salt Lake City, UT**
Board of Directors – Since 1982 Choice has provided guidance for thousands of projects around the world. Currently, the organization provides on-the-ground solutions for poverty in rural villages in Mexico, Guatemala, Bolivia, Kenya, Viet Nam and Nepal.
- 2000-2004 **IVEY SCHOOL OF MANAGEMENT, UNIV OF WESTERN ONTARIO** **London, Ontario**
Adjunct Professor - Taught Executive Education courses in strategic management.
- 2002-2004 **MONTEREY INSTITUTE of INTERNATIONAL STUDIES** **Monterey, California**
Board of Trustees - Headed the audit committee during a very difficult time in the school’s history.
- 1998-2004 **UCLA ANDERSON SCHOOL OF MANAGEMENT** **Los Angeles CA**
Visiting Professor and Senior Research Fellow, Center for Communication Policy - Taught courses on eCommerce, globalization, leadership, and management consulting in the MBA program. Designed and led survey questionnaire research on international corporate strategy and structure.
- 1994-1997 **ROYAL GOVERNMENT OF CAMBODIA** **Phnom Penh, Cambodia**
Senior Strategic Advisor to the Prime Minister - The only non-Cambodian advisor, working with the Investment Board since before its inception in mid-1994. Advised on organizational, strategic, and informational issues of the country.
- 1988-1997 **ASIAN BUSINESS INFORMATION** **Phoenix, AZ**
President and Publisher, *The Asian Century Business Report* - Founded this newsletter and consulting organization. Published a monthly newsletter focusing on corporate strategic intelligence about business in Asia. Consulting work and research with major US and International corporations.
- 1991-1994 **UNITED NATIONS, Centre on Transnational Corporations** **New York, NY**

Co-Director of Project on Strategies of the World's Largest 50 Companies - Directed a study (interviews, surveys, analysis) of the global/international strategies of the 50 largest companies in the world. Largest project funded by the UNCTC.

- 1988-1993 **BRIGHAM YOUNG UNIVERSITY** **Provo, Utah**
Assistant Professor – Taught courses in Strategic Management, Organizational Behavior, International Business, Group Psychology, and Cross-cultural Communication. Teaching Award recipient. Co-author of successful CIBER grant application.
- 1984-1988 **HARVARD UNIVERSITY** **Cambridge, Massachusetts**
Teaching Fellow - *Industrial Relations in Japan*, Spring 1987 (Sociology); *Group Psychology and Team Development*, Fall 1986 and Fall 1987 (Psychology); *Current Issues in Japanese*, Fall 1982 (East Asian Studies).
Research Associate - Assisted five Harvard Business School professors -- John Kotter, Tom Piper, Bruce Scott and Janice McCormick, and Michael Yoshino -- with seven separate research projects.
- 1987 **KORN/FERRY INTERNATIONAL - JAPAN** **Tokyo, Japan**
Senior Associate (Intern) - In a summer internship position, had primary responsibility for two searches for senior executives in Japan and Korea. Assisted in other searches as part of my dissertation research in Japan.
- 1982-3 **AMERICAN EMBASSY** **Tokyo, Japan**
Assistant Systems Manager (Intern) - Analyzed government agency computer usage. Trained senior American and Japanese officials. Developed a medical supply inventory system for American embassies around the world.

PUBLICATIONS

Books:

- Beck, John. *Old Brains*. Book on the brain science behind aging and social and economic opportunities available to organization and nations that learn how to harness the bi-hemispheric processing found in older humans. *In progress*.
- Beck, John. *Good vs Good: Why the 8 Great Goods are behind every Good (and bad) decision*. North Star Books, 2013. (named the Best Indie Book of the year, and one of the five best business/economics books of 2013 by *Kirkus Reviews*)
- Beck, John and Mitchell Wade. *The Kids are Alright: How the Gamer Generation is Changing the Workplace*. Harvard Business School Press, 2006.
- Fuller, Mark and John C. Beck. *Japan's Business Renaissance: How the World's Greatest Economy Revived, Renewed, and Reinvented Itself*. McGraw-Hill, 2006. (translated into Japanese)
- Beck, John and Mitchell Wade. *Got Game: How the Gamer Generation is Reshaping Business Forever*. Harvard Business School Press. 2004. [One of Competitive Intelligence's best books of 2004] (translated into Chinese, Korean, and Russian)
- Beck, John and Mitchell Wade. *DoCoMo: The Wireless Tsunami*. Amacom Press, 2002.
- Davenport, Thomas H. and John C. Beck. *The Attention Economy*. Harvard Business School Press. 2001. [named Top Ten Business book of 2001 by Amazon, Borders and the Library Association] (translated into Japanese, Chinese, Dutch, Portuguese, Simplified Chinese, Complex Chinese)
- Beck, John C. and Martha N. Beck. *The Change of a Lifetime: employment patterns among Japan's managerial elite*. University of Hawaii Press, 1994.

Articles:

- Beck, John C. "The video game that teaches business strategy to students better than professors," *Quartz*, October 18, 2015.
- Beck John C. "Take it from someone who helped trigger one: Beware of conspiracy theories on downed planes." *Quartz*, July 8, 2014.
- Beck, John C. "Why I stopped teaching." June 30, 2014 *Quartz*, June 30, 2104.
- Beck, John C. and Steve Hodges, "Time for business schools to get ahead of the game." *Financial Times*, June 29, 2014.

- Beck, John C. "Management education needs a real-world mindset." *Financial Times*, June 10, 2013.
- Beck, John C. "Why I'm a Teacher" *Hult News*, July 2, 2012. <http://www.hult.edu/news/why-im-a-teacher-by-john-c-beck/>
- Beck, John C. "For Mature Economies, Growth May No Longer Be Enough." *Global-is-Asian*. October 2010.
- Beck, John C. "Looking forward to gamers? Pros and cons of next-gen workers" *Workforce Solutions Review*, September 2010.
- Beck, John C. "How video games changed the financial world." *Singapore Straits Times*, August 10, 2010.
- Beck, John C. "The Eight Great Goods: How We Mind Ourselves" *Global-is-Asian*. July 2010.
- Beck, John C. "Singapore has what it takes to be creative." *Singapore Straits Times*, January 29, 2010.
- Beck, John C., interview. "The Kids are Alright." *Korean Electronic Times*, August 8, 2009.
- Beck, John C. "Japan's Next Mission: Be Creative" *Business Week*, September 22, 2008.
- Beck, John C. The Talk. *Weekly Toyo Keizai* (Japan), March 18, 2006, p. 88.
- Carstens, Adam, and John C. Beck. Get ready for the gamer generation. *TechTrends*. Vol. 49 No. 3, pp 22-25, 2005.
- John C. Beck and Mitchell Wade. "The Generation Lap: Video Games Put the Young Way Ahead." Thinking Big, *The Boston Globe*, January 2, 2005. Full page op-ed.
- Morrison, Allen, John C. Beck and Cyril Bouquet. "Globalization and Management Attention" in Subir Chowdhury, ed. *Next Generation Business Handbook*. John Wiley, 2004.
- Morrison, Allen, Cyril Bouquet, and John Beck. "Netchising: The Next Global Wave?" *Long Range Planning*. February 2004. [peer reviewed]
- Beck, John C. and Thomas H. Davenport. "The Strategy and Structure of Firms in the Attention Economy." *Ivey Business Journal*. March/April 2002.
- Lynch, Patrick D. and John C. Beck. "Profiles of Internet Buyers in 20 Countries: Evidence for Region-Specific Strategies." *Journal of International Business Studies*, Fourth Quarter 2001. [peer reviewed]
- Davenport, Thomas and John C. Beck. "Getting the Attention You Need." in *Harvard Business Review on What Makes a Leader*. Harvard Business School Press, 2001.
- Beck, John. "Get a Grip: Regulating cyberspace won't be easy" *Business Law Today*, May/June 2001.
- Beck, John C. and Thomas H. Davenport. "Commanding Attention: A new leadership challenge." *Leader to Leader Magazine*. December 2000.
- Davenport, Thomas H. and John C. Beck, "Managing Attention." *Harvard Business Review*, Sept-Oct 2000.
- Beck, John and Andrew Phelps. "Internetelite Zet de Toon." *Management Scope* (Netherlands), September 2000.
- Beck, John C. and Thomas H. Davenport. "Chuiryoku" *Festinalente Magazine*. (Japan) August 2000.
- Beck, John C. "The Phone Wallet" *Virtual Business Magazine*. May 2000.
- Beck, John C. and Allen Morrison. "Taking Trouble: The Key to Effective Global Attention." *Strategy and Leadership*. March/April 2000. [peer reviewed]
- Beck, John C. and Allen Morrison. "Mudslides and Emerging Markets." *Organization Dynamics*. March – April 2000. [peer reviewed]
- Beck, John C. "The Phone Wallet" *Viscera: Journal of Technology Prognostication*. April 2000.
- Beck, John C. and Allen Morrison. Beck, John C. "Global eCommerce: Not your Father's International Business." In Grosse, Robert, ed. *Thunderbird on Global Business Strategy*. John Wiley, 2000.
- Beck, John C. "Responding to Global Crises Using the Change Cycle." In Grosse, Robert, ed. *Thunderbird on Global Business Strategy*. John Wiley, 2000.
- Morrison, Allen and John Beck. "Speculative Appeal/Structural Strength" *The Globe and Mail* (Toronto), January 22, 1999.
- Beck, John C. and Terry Hansen. "Lessons from Japan: Strategies and Goals in the U.S. and Japan in the 1990s," *The International Executive*, September-October 1993, pp. 445-460. [peer reviewed]
- Parry, D. Craig and John C. Beck. "A Study of Trust in Japanese-American Joint Ventures" *Journal of Managerial Issues*, Spring 1993, pp. 136-154. [peer reviewed]

- Beck, John C. "The Distribution System in Japan's Auto Aftermarket Industry" *The Japanese Distribution System*. Michael Czinkota and Masaaki Kotabe, eds., Probus Press, 1993.
- Beck, John C. and John C. Pittenger, "Competitors Need Not Apply," *Marketing Management*, Fall 1992, pp. 55-58. [peer reviewed]
- Beck, John C. and Carol C. Pope. "The Aircraft Manufacturing Industry in Japan" *Encyclia*, 1992. pp. 185-207. [peer reviewed]
- Beck, John C. and Martha N. Beck. "East Eats West" *Asia Inc.*, November 1992, pp. 52-55.
- Beck, John C. "Thailand: The Businessman's Revolution" *Asian Business Review*, October 1992, p. 25.
- Beck, John C. and Martha N. Beck, "Two Cultures — One Company." *Asia Inc.*, July 1992, pp. 38-43.
- Beck, John C. "Japanese Tourists: How to Attract Them" [Cover Story] *Hotelier*, November 1991, pp. 14-23.
- Beck, John C. and Martha N. Beck. "The Cultural Buffer: Managing Human Resources in a Chinese Factory." *Research in Personnel and Human Resources Management*, JAI Press: Suppl. 2: 89-107 (1990) [peer reviewed]
- Beck, John C. "Japan: The Next Boeing?" *Japan Times*, July 30, 1990. Reprinted in *Nichibei Times*, August 10, 1990.
- Beck, John C., Martha N. Beck, Bonner Ritchie, and Fannie Tsui. "Mainland manufacturing: Negotiating the cultural gap" *Exchange Magazine*, Spring 1990. pp. 3-7.
- Beck, John C. "Japanese corporate strategy" Book Review of *Kaisha* for *Harvard International Review*, Jan-Feb 1989. pp. 47-48.
- Beck, John C. *Nihon no Shushin Koyo Seido o Yusaburu "Heddohantingu" no Jittai* ("Headhunting: shaking the system of lifetime employment in Japan") *Gendai Keizai (Economics Today)* Volume 8, February 1988. pp. 98-108.

Blogs and web sources:

- <http://www.nslg.net>
<http://www.facebook.com/pages/John-C-Beck/143036652392084?ref=ts>
<http://johnbeck.tumblr.com/>

Interviews and New Mentions:

- "Opening dialog with the Eight Great Goods" Thunderbird Knowledge Network, August 23, 2010.
 "The world knows Japan for its creativity" *Japan Financial Magazine*, December 2008. (Interview)
 Shinichi Terada. "Japan urged to be creative to stay competitive" *The Japan Times*, August 16, 2008. (Interview)
 News Asia Business. "Dean John Beck starts a monthly column" <http://asiabiz.jp/newsasiabiz/2008/08/globisjp.html> (News Report)

Research Reports:

- Beck, John C., Mark Fuller, Adam Carstens, Gabi Barragan. "The Real-World Revolution: what employers want from business schools." Hult Labs, March 2013.
- Lynch, Patrick D., Jeanne Harris and John C. Beck. "Mastering Customer Context: Customer Interactions in a Mobile World." Accenture Research Note, January 2002.
- Beck, John C. and Mitchell E. Wade. "Wireless: Forget Value, Focus on Relief." Accenture Research Note. November 2001.
- Beck, John C., Jeanne Harris and Mitchell E. Wade. "Market Leaders, Start Your (Attention) Engines." Accenture Research Note, October 2001.
- Harris, Jeanne and John C. Beck, Beck, "Want Customers? Lose Their Data." Accenture Research Note. July 2001.
- Beck, John C. and Mitchell E. Wade. "They Got Game." Accenture Research Note. July 2001.
- Beck, John C., Patrick Lynch, Shaista Keeting. "The Future of Wireless" Accenture Report, June 2001.
- Beck, John C., Mitchell E. Wade. "The Evil Empire is ... Information?" Accenture Research Note, June 2001.

Beck, John C. and Mitchell E. Wade. "Seamless Tradeoffs." Accenture Research Note, March 2001.

Beck, John C. and Mitchell E. Wade. "Japan as Number One – Again?" Accenture Research Note, February 2001.

Beck, John C., "Seven Myths about Japanese mCommerce." Accenture Research Note, January 2001.

Beck, John and Mitchell E. Wade. "Japan Inc. Goes Global with Mobile" Accenture Research Note, January 2001.

Lynch, Patrick D., and John C. Beck, "Location, Location, Location." Accenture Research Note. January 2001.

Beck, John C. and Mitchell E. Wade. "Everything Has its Place." Accenture Research Note. January 2001.

Beck, John C., and Mitchell E. Wade. "Owning the Transaction." Accenture Research Note, January 2001.

Lynch, Patrick D., Wade, Mitchell E. and John C. Beck. "Intimate Devices: The Secret to Unleashing Mobile Commerce?" Accenture Research Note. January 2001.

Wade, Mitchell E. and John C. Beck. "Endangered Species in the Wireless World." Accenture Research Note. January, 2001.

Beck, John C. "B2B's mCommerce Potential: what to consider." Andersen Consulting Outlook Point of View. November 2000.

Beck, John C., Lawrence Tu and Patrick D. Lynch. "mCommerce? What mCommerce?" Andersen Consulting Research Note, November 2000.

Morrison, Allen, and John C. Beck. "Powershift." Andersen Consulting Research Note, October 2000.

Beck, John C., Patrick D. Lynch. "Psychology of Getting Attention." Andersen Consulting Research Note, October 2000.

Beck, John C. "Internet Regulation and eCommerce." Andersen Consulting Research Report. September 2000.

Lynch, Patrick and John C. Beck. "Shopping for Global Customers." Andersen Consulting Forum Magazine. September 2000.

Beck, John C. "The Future of B2B mCommerce." Andersen Consulting Research Note. August 2000.

Beck, John C. and Andrew Phelps. "Portrait of the New Global Consumer." *Outlook Magazine*. Spring 2000.

Beck, John C. Al Preble and Martha Beck. "A Little Personal Attention" Andersen Consulting Research Note. February 2000.

Beck, John C., Alan Larsen, and Ryo Sambongi. "Global Internet Payment Systems." *Andersen Consulting Institute of Strategy Change Report*. February 2000.

Beck, John C. "The Phone Wallet" Andersen Consulting Research Note. January 2000.

Beck, John C. "Globalization: Don't Go There ..." *Outlook Point of View*. December 1999.

Beck, John C. "Wireless Leadership." Andersen Consulting Research Report. October, 1999.

Beck, John C. and Allen Morrison. "Netchising: Creating a Profitable Global Strategy." Andersen Consulting Research Report. October, 1999.

Beck, John C. and Thomas H. Davenport. "Attention: Managing your scarcest resource." *Outlook Magazine*. Spring 1999.

Beck, John C. and Alan Salter. "Crisis and the Change Cycle." *OS Journal*. Andersen Consulting, December 1998.

Beck, John C. and Martha Beck, "The Change Cycle Model Turns Crisis to Profit" Working Paper, Andersen Consulting, 1998.

Beck, John C. and Allen Morrison. "In Good Faith: Correctly assessing the structural strength of countries after the Asian Financial Crisis." Working Paper, Andersen Consulting. 1998.

Beck, John C. "Asia: Creating Opportunity out of Crisis." Working Paper, Andersen Consulting, 1998.

- Beck, John C. *The Japanese Tourist Abroad, 1991*. Asian Business Research Report, 1991.
- Beck, John C. *Kaigai Ryoko*. [Overseas Travel]. Asian Business Research Report, 1991.
- Beck, John C. and Carol C. Pope. *The Aircraft Industry in Japan, 1990*. Asian Business Research Report, 1990. (225 pages)
- Beck, John C. and Clayton Chandler. *The Next Asian Challenge: Korea's Conglomerates as Competitors and Allies*. Asian Business Research Report, 1990 (96 pages)
- Beck, John C. "Juvenile Delinquency in Japan" unpublished undergraduate thesis. 1983.

Business School Cases:

- "Global Sources Ltd. – the evolution of B2B" Ivey Management Service" 2001. (with Al Morrison)
- "Three Fish Solution (A) and (B)" Ivey Management Services, 2001. (with Al Morrison)
- "American Airlines Pacific Routes (A) and (B)" Harvard Case Services, 1989.
- "Hyundai America (A) and (B)" Harvard Case Services, 1987.
- "Nippon Motorola (A) and (B)" Harvard Case Services, 1986.
- "Japan: A Rich Country" Harvard Case Services, 1985.

RECENT MEDIA APPEARANCES/MENTIONS

Recent mentions of me or my activities:

- "A 1980s study on juvenile crime in Japan sheds light on American gun culture" Quartz, March 11, 2018. <https://qz.com/1225724/a-1980s-study-on-juvenile-crime-in-japan-sheds-light-on-american-gun-culture/>
- "Academic rigour makes room for industry expertise" Financial Times, November 1, 2015.
- "This Video Game Could Change Business School Forever -- And It's Actually Fun" Huffington Post, October 29, 2015.
- "Can a Video Game Teach Just as Well as a Professor?" BloombergBusiness, October 21, 2015.
- "English Lessons Go Nationwide," *Khmer Times*, October 1, 2015.
- "Good versus Good: A New Way of Exploring Business Problems," *Huffington Post*, June 23, 2015.
- "English Key to Business Success, Minister Says," *The Cambodia Daily*, September 2, 2014.
- "Execs to B-Schools: Your MBAs Don't Have What it Takes to Succeed," *Inc.* April 4, 2014.
- "CEOs to B-Schools: 'You're Out of Touch'" *Poets & Quants*, March 29, 2014.
- "Business Schools Flunk When CEOs Grade the Test," *Wall Street Journal*, March 18, 2014.

Strangest press mention: "The Intern Who Birthed The KAL007 Conspiracy Theories" *The Daily Beast*, September 8, 2014. <http://www.thedailybeast.com/articles/2014/09/08/the-intern-who-birthed-the-kal007-conspiracy-theories.html>

Others include: CBS Evening News; National Public Radio's Technation, Marketplace, and On Point; CNN (Anderson Cooper); Fox News' Your World with Neil Cavuto ; CNBC, CNNfn; New York Times; Wall Street Journal; Seattle Times; Chicago Tribune; Boston Globe; USA Today; Financial Times; The Economist; Inc., Entrepreneur, Straits Times, Delta and Southwest Airline magazines, Toronto Globe and Mail, Singapore Business Times, The Australian, Australian Financial Review, Japan Today, Japan's Diamond Magazine and Weekly Toyo Keizai.

SPEECHES / CONFERENCES

- "Going Beyond Single Hump Innovation" Keynote, Stanford University Innovation Colloquium, Tokyo, June 2017.
- "Give Employers What They Want" Keynote, National MBA Roundtable Annual Conference, September 2016.

“The Essential Dynamics of a High Functioning Board of Directors” Food Industry Association, Tokyo, June 2013.

“Good vs Good” 8 city Asia Tour. April 2013.

“The Eight Great Goods” Renaissance Weekend. Charleston SC, January 2013.

“The Attention Economy and Systems Thinking” Harvard University, July 2012.

“The Gamer Generation” Keynote Speaker, e-volution: innovations in learning environments. University of Wyoming conference, September 2011.

“Managing in a Downturn” Lecture Series, The Dominion Institute, Mumbai, New Delhi, Bangalore, India. April 2009.

“Can Japan Lead a New Global Innovation Cycle? Tokyo Institute of Technology. Tokyo, June 2008.

“MBA Education in Japan” Keynote Speaker. American Chamber of Commerce, Tokyo, May 2008.

“Engaging the Next Generation of Leaders” Keynote Speaker, Harvard Business School Publishing Annual Partner’s Meeting, Boston, June 2007.

“Leading with Attention” IPADE CEO Conference, Mexico City, February 2007.

“Attention and the Gamer Generation” Collaborative Technologies Conference, Boston, June 2006.

“Got Game” Keynote Speaker, Globespan Partners Annual Meeting, Boston, May 2006.

“Got Game” Featured Speaker, Public Library Association Annual Meetings, Boston, March 2006.

“Got Game” and “Attention in Education” President’s Lecture Series, Bowling Green State University, Bowling Green Ohio, January 2006.

“Got Game” Invited Speaker, Library of Congress, October 2005.

“Managing: Is the Next Generation Ready for You?” Harvard Business School Burning Questions Conference, Chantilly France, October 2005.

“The Gamer Generation” Ernst and Young Partners Meeting, Berlin, August 2005.

“Creating Games for Learning” Serious Games Conference, San Francisco, March 2005.

“Capturing the Value of the Gamer Generation” GAMES Synergy Summit, Orlando, January 2005.

“Gaming and the Significance for Information Literacy Learning.” American Library Association Mid-winter Meetings, Boston. January 2005.

“Gamers and the Internet” World Internet Project Meetings, Tokyo, July 2004.

“Leadership and Development” DAI Annual Conference, June 2004.

“Mobile Communications Standards” Panelist. Forbes/Gilder Conference Lake Tahoe, September 2003.

“The Attention Economy” Keynote Speaker. Staffing Industry Executive Forum, San Francisco, May 2002.

“Wake up the Attention Economy” Keynote Speaker. eCustomer World 2001 Conference, Toronto. October 2001.

“The United States: Economic, Markets and Policy.” General Session Panelist. The Milken Institute Global Conference, Los Angeles. April 2001.

“mCommerce: What Will Wireless Bring?” Silicon Valley eForum. Redwood City, CA, March 2001.

“Power Shift” Keynote Speaker. Managing Internationally in the Digital Economy. Toledo, OH. February 2001.

“eCommerce and Business in the new millennium” Keynote speaker. Globalization in the New Millennium: Business and International Education Directors Meeting, Phoenix, November 2000.

“Opportunities and Challenges of NetMarketmakers” Keynote speaker. B2B Big Bang Conference. Tokyo, October 2000.

“Innovation and Play” Keynote speaker. Andersen Consulting Norway Annual Meeting, August 2000.

“Wireless eCommerce: It’s Here. It’s Big. It’s Something to Behold” B2B Big Bang Conference. Sponsored by CommerceNet. Barcelona, June 2000.

Global eCommerce Forum. Founder and Principle Organizer. First major conference on the internet and international business. Sponsored by Andersen Consulting, UCLA, and U of Washington. Santa Cruz, CA May 2000.

“Global eCommerce” University of South Carolina Speaker Series, April 2000.

“Global eCommerce” ICI executive conference, Spring 2000.

- "Globalization and Management Attention." Paper with Allen Morrison and Cyril Bouquet. Academy of International Business Meetings, Charleston SC, 1999.
- "Coping with the Asian Financial Crisis" Harvard Business School Conference on Asian Business. 1999.
- "Why Companies Should Not Globalize" Kellogg Global Business Conference. Northwestern University, 1999.
- "Managing in Emerging Markets" International Business Society Annual Conference, University of Virginia. 1998.
- "The Asian Financial Crisis" Thunderbird Graduate School Symposium, Arizona. 1998.
- "Wealth Expropriation through Non-equity Alliances: The Japanese Licensing Experience," Paper with Alan B. Larsen and Michael J. Pinegar. Financial Management Association, Toronto. 1993.
- "Wealth Expropriation through Non-equity Alliances: The Japanese Licensing Experience," Paper with Alan B. Larsen and Michael J. Pinegar. International Symposium on Pacific Asian Business, Manila. February 1993.
- "Careers in Asia," Academy of Management pre-conference meetings, Las Vegas, 1992.
- Western Academy of Management - Program Review Committee - Leuven, Belgium, June 1992.
- American Management Association International Division Committee Member, Annual Meeting 1992.
- "The Evolution of Fast Food Restaurants in Southeast Asia" Paper with Martha Beck, at Southeast Asia Business Research Conference, University of Michigan, May 1992.
- "Breaking the Cycle" main speakers at the Meeting of Mormon Counselors and Psychotherapists, Salt Lake City UT, April 1992.
- "The End of Lifetime Employment and Loss of Japanese Competitive Advantage." at Japan Productivity Center Meetings, Tokyo, December 1991.
- "The Distribution System in Japan's Auto Aftermarket Industry" at the American Marketing Association Conference on Japanese Distribution Systems in Honolulu, Hawaii, November 1991.
- "Japanese Executives Gone AWOL ... " at the 11th Annual Strategic Management Society Conference in Toronto, Canada, October 1991.
- "Strategic Planning in Japan and the United States: Implications for Taiwan" at the 1st Annual Conference on Cross-Cultural Management, Taipei, Taiwan, May 1991.
- "Joint Ventures in China: The Key Role of Overseas Chinese" at the 1st Annual Conference on Cross-Cultural Management, Taipei, Taiwan, May 1991.
- "The Aircraft Manufacturing Industry in Japan" at The Utah Academy of Arts and Sciences, Salt Lake City, May 1991.
- "The Japanese Tourist Abroad: How to Attract and Retain Them without the Urge to Attack and Disdain Them." Main Speaker. American Hotel and Motel Association Meetings, Honolulu, April 1991.
- "Business Strategies in the 1990's: A comparison of Japanese and American approaches, past and future" at the Western Academy of Management meetings in Shizuoka Japan. June, 1990.
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