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## INSEAD Knowledge Launches New Online Platform

**Online Portal Showcases Business School’s Thought Leadership; Provides Insight, Intellect and Impact on Global Business Topics.**

**Abu Dhabi, Fontainebleau (France), Singapore and U.S. - 27 September 2012** - INSEAD Knowledge, the award-winning business management newsportal of the leading international business school, next week launches its new online platform designed to provide readers with an enhanced user experience and more access to the school’s in-depth proprietary business research created on its three campuses integrated into “one INSEAD”.

The new website has been entirely rethought from both an architectural and a design standpoint. The new site is dynamically generated to enable ease of use both for the user and to promote collaboration from our four-pillars (Middle East, Europe, Asia, US) and multiple correspondents worldwide. The site is entirely mobile-enabled and displays consistently on tablets and mobile phones, while the content is automatically reconfigured to suit each platform and display consistently.



**Dipak Jain**

“The enhanced Knowledge site aims to make the richness of people, cultures and ideas we cultivate at INSEAD more accessible to the business community, thereby encouraging information exchange and positive change,” commented **Dipak C. Jain**, Dean of INSEAD. “As an internationally-ranked business school it’s in our very nature to be a global leader and educator. We’re committed to extending our reach beyond the classrooms by making our content and global perspective available to organisations to revolutionise business management practices.”

The new INSEAD Knowledge platform debuts with the first edition of the 2012 academic year (scheduled for October 4) and will include a special

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interview with former UK Chancellor of the Exchequer, Alistair Darling; A report on China's 'Chequebook Imperialism'; and the cover story feature on "Are You A Star Performer?" with INSEAD Clinical Professor of Leadership and Organisational Change, Manfred Kets de Vries.

Established as an external outreach publication in 2007, INSEAD Knowledge provides its audience with the latest business research, commentary, and related business-economic news developments in three languages with concise articles, and interviews with faculty and prominent business and political leaders in print and video. Content is focused in INSEAD's key functional expertise such as: Accounting & Control; Decision Sciences; Economics & Political Science; Entrepreneurship & Family Enterprise; Finance; Marketing; Organisational Behaviour; Strategy as well as Technology & Operations Management.



**Shellie Karabell**

“Our global perspective on such timely topics as entrepreneurship and leadership is unmatched. We believe this viewpoint combined with our rigour in research enables INSEAD Knowledge to play a pivotal role in shaping the dialogue of tomorrow's business leaders and transforming organisations,” said **Shellie Karabell**, Editor-in-Chief of INSEAD Knowledge.

INSEAD Knowledge's content currently reaches some 80,000 subscribers around the world, largely director-level and above business people employed in international companies. The top countries in terms of numbers of readers are (in descending order): US, UK, France, Germany, Singapore and India. The Chinese-language version was launched in 2008, followed by the Arabic-language version in 2010.

Global editorial partnerships allow leading business publications to reprint and rebroadcast INSEAD Knowledge content free of charge. Knowledge material is also available on INSEAD Knowledge social media sites:

<http://www.facebook.com/Knowledge.insead>  
<https://twitter.com/INSEADKnowledge>  
<http://www.youtube.com/insead>

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as well as on the INSEAD Forbes blog:  
<http://blogs.forbes.com/insead/>

INSEAD Knowledge has been the recipient of numerous awards for its content including: W3 Awards' Gold Award for the English-language video portal; Stevie Award finalists for both the best homepage in English and best interface design for the Chinese-language portal; and Official Honouree of The Webby Awards.

Designed for INSEAD by Palpix in France, the new INSEAD Knowledge site enhances and capitalises on our rich multimedia content and provides new horizons such as live streaming, Tweeting and blogging in live event coverage.

For more information about editorial partnerships with INSEAD Knowledge, please contact Jayne Brocklehurst, [jayne.brocklehurst@insead.edu](mailto:jayne.brocklehurst@insead.edu)

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<http://www.inseadknowledge.com.cn> (Chinese)  
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