

# IDEAS FÖR LEADERS

CHANGING THE WAY WE THINK

*“Fortune favours the prepared mind” - Louis Pasteur*

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>250 Users	please email <a href="mailto:info@ideasforleaders.com">info@ideasforleaders.com</a>	

All prices quoted in US dollars.

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This will allow faculty, students and alumni that still retain a college/university email address to access the Ideas for Leaders content. It will enable faculty to use *Ideas for Leaders* content in their teaching material.

Please contact [info@ideasforleaders.com](mailto:info@ideasforleaders.com) for more details.

Upto 250 Users	\$3,500 (\$14 per head)
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All prices quoted in US dollars.

### Note on Ideas for Leaders value.

The cost to produce academic research papers by experienced business school faculty that are founded on i) empirical research and with ii) real-world application (the two criteria we apply as a first filter for inclusion on *Ideas for Leaders*) is the subject of some debate in university circles. The estimates variously range from \$500k to \$2.5m. If we take an average cost of \$1.5m per published paper, then the content of *Ideas for Leaders* research summaries represents approximately \$1 billion of university research investment.

Each research paper we select to summarise as an Idea at *Ideas for Leaders*, is curated from 100's of potential papers based upon the above two criteria and its relevance and applicability to managing organizations. It then takes an experienced editor a minimum of a couple of days to read, synthesize and write the summary and then some time more to have it checked by one of the original faculty authors.

The Ideas therefore represent a huge store of research and editorial time to bring you the selected summaries in short, easy-to-read format that you can put to use immediately.

*"Dealing with people is probably the biggest problem you face, especially if you are in business."*

*Dale Carnegie,*  
*preface to How to Win Friends and Influence People, 1936.*