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The Roadside MBA Multimedia Project Wins Gold! February 3, 2015 By Scott Schaefer We just found out that the Roadside MBA Multimedia Project — Big Lessons from America ' s Small Businesses — won “ gold ” in the News & Research Video category of the Council for Advancement and Support of Education (CASE) Western district awards.

Roadside MBA

Roadside MBA: Back Road Lessons for Entrepreneurs, Executives

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Roadside MBA: Back Road Lessons for Entrepreneurs ...  
Roadside MBA : backroad lessons for entrepreneurs, executives, and small business owners. Responsibility Michael Mazzeo, Paul Oyer, Scott Schaefer. Edition First edition. Publication New York : Business Plus, 2014. Physical description xxiv, 279 pages : map ; 24 cm. Available online

Roadside MBA : backroad lessons for entrepreneurs ...  
The story of their journey is told in **ROADSIDE MBA: Backroad Lessons for Entrepreneurs, Executives and Small Business Owners**, a sort of Keynes-meets-Kerouac book packed with authentic insights from small businesses from Alabama to Idaho that every executive or entrepreneur can learn from. At every strip mall and mountainside pitstop, the authors apply classic economic reasoning to the strategic questions these small town small businesses—and all business—struggle with.

Roadside MBA: What Small-Town Companies Can Teach You Where to Buy. Our book, **Roadside MBA: Backroad Lessons for Entrepreneurs, Executives and Small Business Owners (Business Plus)**, is now available at these fine retailers: The King ' s English. Barnes and Noble. Indiebound. 800-CEO-READ.

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Where to Buy - Roadside MBA

The Roadside MBA Team; Backroad Lessons for Executives, Entrepreneurs and Small Business Owners. The Roadside MBA Manifesto. Ok, so we can ' t exactly be revolutionaries given that we ' re economists and business professors... I mean, how much more establishment can you get? Nevertheless, we do have some strong beliefs, and here ' s one:

The Roadside MBA Manifesto

It ' s been really fun, and we have learned so much. Our book, Roadside MBA: Backroad Lessons for Entrepreneurs, Executives and Small Business Owners (Business Plus) is available wherever books are sold, and our multimedia project, Roadside MBA: Big Lessons from America ' s Small Business, can be viewed here.

The Roadside MBA Story

The Roadside MBA Team; Backroad Lessons for Executives, Entrepreneurs and Small Business Owners. Oyer in today ' s New York Times. September 2, 2014 by Scott Schaefer Leave a Comment. Paul Oyer was featured in today ' s New York Times Frequent Flier column, discussing the journeys that led to the Roadside MBA!

Oyer in today ' s New York Times - Roadside MBA

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and headed on a road trip.

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Schaefer Business Plus, June 10, 2014. Everything I Ever Needed to  
Know About Economics I Learned from Online Dating. Paul Oyer  
Harvard Business Review Press, 2014.

Paul Oyer | Stanford Graduate School of Business  
Scott Schaefer holds the Kendall D. Garff Chair in Business  
Administration and is Professor of Finance at the University of  
Utah's David Eccles School of Business. He has a PhD in economics  
from the Stanford Graduate School of Business. He is the co-author  
of Roadside MBA: Backroad Lessons for Entrepreneurs, Executives  
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