

B-school Businesses

校友合伙人



问任何一位商学院的毕业生,他(她)都会告诉你,读书时与同学一起学习、一起完成项目所得到的最大收获之一就是彼此之间建立的纽带。有时候,当毕业时的方帽和长袍被叠好收起之后,这条纽带还很好地延续下来,并且造就了很多企业:一些是作为班级项目来孵化的,另一些是非正式的交谈时的灵光乍现,还有一些商业理念是在毕业后想到的,但付诸实践却离不开商学院里得到的知识和人脉。

在本期的封面故事中,《TheLINK》杂志关注了为何商学院能够成为初创企业的一方沃土,我们采访了多家校友合伙企业,提供了来自真实生活的案例。

请阅读以下相关报道:

- 伙伴法则:商学院的学习如何帮助创业者找到理想的商业伙伴
- 同窗,同创!
- ScanCorner:珍藏一生记忆
- 积木盒子:互联网金融界的一匹黑马
- 北京医生网:书写中国医改历史

Ask any b-school graduate and he or she will tell you that one of the biggest gains from all that time spent studying and working on projects together is the bond formed among classmates. For some, that bond lasts well after the cap and gown have been folded and put away. It often takes shape as business ventures: some hatched as class projects, others that grew out of informal discussions around the water cooler and other ideas that came after graduation but needed the b-school knowledge and bond to make them work.

In this cover story, *TheLINK* looks at why business schools are such fertile grounds for entrepreneurial ventures and we provide real-life examples by looking at a number of collaborations by our alumni.

Read on for more in:

- The Partner Principle: How b-school study helps entrepreneurs find business partners
- From Friendship to Entrepreneurship
- ScanCorner: Preserving a Lifetime of Memories
- Jimubox.com: Dark Horse of Internet Finance
- bj-doctor.cn: Bringing Innovation to China's Healthcare Sector.