



Roadside MBA: Back Road Lessons for Entrepreneurs, Executives and Small Business Owners

Michael Mazzeo, Paul Oyer, Scott Schaefer

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While playing hooky from a conference in Boston a few years back, three former colleagues from Northwestern's Kellogg School of Management hopped in a car and headed on a road trip. They pulled into a shoe store in Maine and noticed that the sales help was unusually pushy. After a few questions, they discovered the store had a "secret shopper" program, in which employees would be marked down if they were not sufficiently aggressive with customers. A lightbulb went off.

Instead of teaching the tried-and-true case studies involving GE and Microsoft, these three wise men decided to pull their heads out of their ivory towers and go in search of insights about product differentiation, pricing, brand management, building a team, and a host of other topics. Why take your cues on employee compensation from Wall Street when you can learn from a Main Street company like Couer D'Alene's best crime-scene cleaner? Want to learn about scaling a business? Come meet Dr. Burris, the flying orthodontist, who operates multiple, profitable practices in rural Arkansas.

The book isn't all egghead; the chapters are spiced with the type of vehicular mishaps and Maalox moments that are common on any road trip.

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