

After-Dinner - Connecting MBAs

Monday, 11 January 2010

Colette Symanowitz joined Tony in the studio to discuss MBAConnect, a social networking web site providing services to MBA students and graduates. The discussion turns to the relevance of the MBA today, how it is being affected by the economic downturn, and what services micro social networks can provide.

While Colette Symanovitz was studying at GIBS, she built a site to help her fellow students connect. The demand was such that she turned it into a general site, offering services to MBA students, while assisting businesses to create similar sites for themselves.

The site provides blogging, push-based notifications of meetings and presentations, services such as a Mind Bullets subscription, and has generated enough interest to have attained a healthy and growing membership. Colette spoke frankly about where MBAConnect is today and how she thinks it develops.

View the site yourself at www.mbaconnect.net

After-DinnerIT Episode 8 (Full)

Download the Full Audio File

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After-DinnerIT Episode 8 (Part 1)

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After-DinnerIT Episode 8 (Part 2)

{audio}http://www.discussit.co.za/_media/_audio/itsp/After_Dinner_IT_Episode_8_2.mp3{/audio}

After-DinnerIT Episode 8 (Part 3)

{audio}http://www.discussit.co.za/_media/_audio/itsp/After_Dinner_IT_Episode_8_3.mp3{/audio}

After-DinnerIT Episode 8 (Part 4)

{audio}http://www.discussit.co.za/_media/_audio/itsp/After_Dinner_IT_Episode_8_4.mp3{/audio}