

Invitation from

The Centre for Globalisation Research

Globalisation Series of Seminars and Lectures

Professor Ronald Burt
University of Chicago Graduate School of Business

Chaired by

Dr Pietro Panzarasa

School of Business and Management,
Queen Mary, University of London

Gossip and Reputation – Globalisation Series of Seminars and Lectures

Wednesday 13 February 2008, 6pm

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Professor Ronald Burt

Gossip and Reputation

Few things are more valuable than reputation, or more consequential for the success of new ventures. Yet, popular understanding of reputation continues to be based on anecdotes and platitudes. This session is an introduction to the social mechanism that defines reputation: gossip. We'll talk about trust and character assassination. We'll talk about the exaggeration of good people into heroes and weak people into villains. We'll talk about first impressions, network decay, and why some reputations stick while others fade away so quickly. We'll talk about the keys to building and maintaining reputation.

Ronald Burt is the Hobart W. Williams Professor of Sociology and Strategy at the University of Chicago Graduate School of Business. Professor Burt is most notable for his research and writing on social networks and

social capital, particularly the social structure of competitive advantage and the concept of structural holes in a social network. Applications focus on manager networks (how people of diverse backgrounds create social capital and its effects of their careers) and the network structure of market profits (how the structure of producer, supplier, and consumer relations defines competitive advantage among producers). Professor Burt obtained his Ph.D. in Sociology from the University of Chicago in 1977 and in 1993 he was elected as a Fellow of the American Academy of Arts and Sciences. He is the Academy of Management's 2007 Distinguished Scholar in Organization and Management Theory

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