

KelloggInsight

RESEARCH AND IDEAS FROM THE KELLOGG SCHOOL OF MANAGEMENT AT NORTHWESTERN UNIVERSITY

FACT SHEET

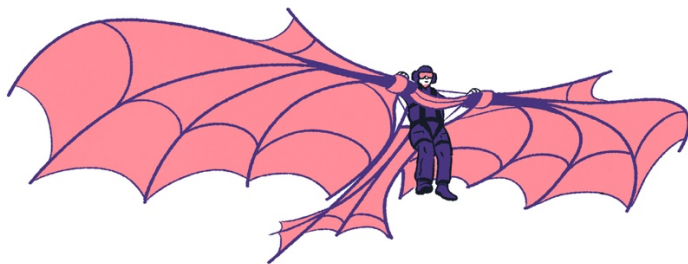
Kellogg Insight is the research and ideas magazine of the Kellogg School of Management at Northwestern University.

Our mission is to give leaders and curious minds the tools to excel in the business world and beyond and to reinforce Kellogg's reputation for rigorous research and relevant ideas, both at home and abroad.

Founded in 2008, *Insight* translates faculty scholarship into accessible articles, podcasts, webinars, and newsletters for a worldwide audience. We regularly cover topics ranging from leadership, negotiations, and entrepreneurship to artificial intelligence, marketing, and economics, offering both research and practitioner expertise.

Insight content is republished regularly by partner publications across the U.S., Brazil, China, India, Israel, Taiwan, and Belgium, as well as by the World Economic Forum's Strategic Intelligence platform—reaching readers in English, Portuguese, Spanish, Hebrew, and Chinese.

Top research and insights deserve a global audience. With this in mind, we are always open to exploring additional domestic and international partnerships.



WE WRITE FOR ...

Ambitious business leaders—executives, managers, and entrepreneurs—looking for research-backed tools and expert insights to drive company and career growth.

Academics, policymakers, journalists, and individual contributors interested in topics such as innovation, management, teamwork, finance, marketing, climate, healthcare, and politics.

WE PUBLISH ...

Articles: Research- and insight-based pieces translating Kellogg-faculty scholarship into clear, practical takeaways

Podcasts: *The Insightful Leader* and *Insight Unpacked* episodes featuring faculty conversations on the forces shaping work and business

Webinars: *The Insightful Leader Live* events spotlighting dialogues with Kellogg faculty on timely leadership, strategy, and industry topics

Newsletters: *Insight Weekly* and *The Insightful Leader* emails delivering curated research and insights straight to subscribers' inboxes