

getAbstract Introduces MIT Sloan Management Review Summaries

Partnership provides highly-esteemed content focused on best practices in evolving leadership, digital work culture and navigating new technology

AVENTURA, Fla.—(November 27, 2018)—[getAbstract](#), the world's largest library of compressed knowledge, is now adding article abstracts from [MIT Sloan Management Review \(MIT SMR\)](#) into its ever-growing collection of over 18,000 summaries of books, TED Talks, economic reports and articles.

“We are always looking for quality opportunities to present *MIT Sloan Management Review* content to targeted audiences around the world,” said Paul Michelman, Editor-in-Chief, *MIT SMR*. “getAbstract has achieved great reach in terms of its subscriber base and the amount of content its subscribers can access, which makes it an attractive partner to expose our work to new readers.”

getAbstract has been granted access to *MIT SMR*'s existing archive of articles as well as new *MIT SMR* work. Dedicated teams of getAbstract reviewers select which *MIT SMR* articles are summarized, looking for content that aligns popular topics with current business trends and feedback from the market. The first getAbstract summaries of *MIT SMR* articles are now available to subscribers, with additional pieces to be added on a regular basis moving forward. Initial works include:

- “If You Cut Employees Some Slack, Will They Innovate?,” by Yasser Rahrovani, Alain Pinsonneault and Robert D. Austin
- “How Human-Computer ‘Superminds’ are Redefining the Future of Work,” by Thomas W. Malone
- “What Problems Will You Solve With Blockchain?” by Teppo Felin and Karim Lakhani
- “Lessons from China’s Digital Battleground,” by Shu Li, François Candelon and Martin Reeves
- “Selling Solutions Isn’t Enough,” by Hannah Grove, Kevin Sellers, Richard Ettenson and Jonathan Knowles

“*MIT Sloan Management Review* has fantastic business content, addressing the most relevant and applicable topics of the day,” said Thomas Bergen, Co-Founder and CEO, getAbstract. “The value that getAbstract provides its subscribers is that we are constantly seeking the best materials for executives and managers to keep abreast of today’s rapid organizational, technological and societal changes. *MIT Sloan Management Review* leads the discourse among thought leaders about advances in management practices, disseminating new research and innovative ideas.”

About getAbstract

getAbstract believes in progress through knowledge. Since its foundation in 1999, the company’s mission has been to give people the knowledge they need to make better decisions in business and in their private lives. At its core, getAbstract finds, rates and summarizes the top business books, articles and video talks into 10-minute abstracts. Today, the company is the world’s leading provider of compressed knowledge.

getAbstract offers more than 18,000 text and audio summaries in areas such as leadership, finance, innovation, health and science. The company has already sold over 15 million licenses and supports its

users in their personal and professional development. Many of the world's largest companies, including more than one-third of the Fortune 100, offer their employees access to getAbstract. For more information, please visit www.getabstract.com and follow on [Twitter](#) and [Instagram](#).

Contact:

Ashley Schulte

Witz Communications for getAbstract

919-435-9112

getAbstract@witzcommunications.com

###