Aralee Fajardo

Block 4A

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**Iceberg - Cohort Readings**

**BUSECO: When Data Guys Triumph - CADE MASSEY and BOB TEDESCHI (New York Times)**

Economics has rapidly shifted into the terms of sport. "Moneyball: The Art of Winning an Unfair Game," by Micheal Lewis has greatly influenced and changed the mindset of economists, managers, and M.B.A. students everywhere in the United States. "Moneyball" a success story that involves the Oakland Athletics' unreal winning streak while having the smallest player payroll in Major League Baseball, actually involves the helpful strategy of statistics. The underlining concept of challenging conventional wisdom with data has attracted the rise of created data analysis in the work force, started a new Yale college curriculum called "Mathletics," and introduced a new concept into businesses. However this concept of Mathletics is still a baby at heart. Generation Moneyball has to go over the wall of tradition, but overall a little push to acceptance is provided by Hollywood in the remake of "Moneyball: The Art of Winning an Unfair Game" with Brad Pitt.

Businesses these days are evolving drastically to cope with the ever-changing demands of the consumer. New concepts have to be adopted to help a business stand out and obtain maximum profit. Either with the power of media and movies, new inventions that drastically changes consumer's lives, or adjusted price range will businesses use to be in the top of profits. However risk is an important factor to catch a consumer. The only risk in taking a risk is the rate of acceptance the consumer will have of a new sales concept or new product. Apple industry is a great example. Steve Jobs dropped out of college and made the first Mac in his parent's garage. To make this Mac, Jobs had to sell his own car to pay for the essential parts of the Mac. At first Job's first company was not a success and his partner fired him from his own company. Late0,r after more than 10 years, Steve Jobs came back to Apple and introduced a line of personalized music playlists and touch-screen phones, called the ipod and iphone. Almost immediately, this new product skyrocketed in profits and stabilized in high demand. In conclusion, time is key to become successful in business, and the Moneyball concept will be popular in time.

Success and popular gain is an accepted mindset that every business or person wants to achieve. Multiple concepts will be established to obtain success because profit and salary need success to live. Goals have to be met especially in businesses. Basically all businesses today ask the same question: how can we make money at a rapid rate and be high in demand? New businesses and concepts will arise to renew the life cycle of the ongoing growth of the economy and business. People will always achieve goals and make new goals to live life to the fullest.