MIT Center for Digital Business

Founded in 1999, the MIT Center for Digital Business (CDB) is the largest digital business research center in the world. It is supported entirely by corporate sponsors, with whom it works closely in directed research projects. The center fosters a dynamic interchange of ideas, analysis, and reflection intended to solve real-world problems. Examples of current CDB research projects include:

- Digital leadership: transforming business through technology

- Knowledge management, productivity, and two-sided markets

- Technology and productivity

- Trends in technology, work, and leadership development in the communications, information, media, and entertainment sector

- Application marketing to Generation Y

- Prospective meta-analysis to improve advertising and productivity

- The future of prediction

- Platform-driven innovation

- Platform knowledge management to promote innovation

- Deriving competitive advantage from information technology

- Using systems modeling to simulate the evolution of applications

- Measuring the value of intangible assets

- The impact of real-time analytic technologies and data-driven work practices

CDB is focused on understanding the impact of technology on business value and on developing the tools and frameworks for its sponsors to use for competitive advantage. Its goal, in part, is to employ applied research, engagement with industry sponsors (with real data), and the sharing of best practices to reduce the timeline for traditional businesses to learn about, embrace, and implement technologies. MIT's credo of combining rigor with relevance—*mens et manus*—is well served.

CDB is co-located with the Center for Information Systems Research and the Center for Collective Intelligence to facilitate collaboration. Its cross-campus collaborations include work with the Media Lab, the World Wide Web Consortium, the Computer Science and Artificial Intelligence Laboratory, and the Communications Futures Program.

The center is organized into three areas of expertise, or special interest groups: digital productivity, digital marketing, and digital services and the cloud.

CDB gratefully acknowledges the support of its current sponsors and grant providers.

Founding sponsors: Capgemini, Cisco, Cognizant, General Motors, McKinsey & Company, SAP, Suruga Bank, Thomson Reuters

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Recent press coverage includes Erik Brynjolfsson and Andrew McAfee's book *Race Against the Machine.* The book was named the Best IT Business Book of 2011 by *CIO Insight* and enjoyed a tremendous amount of press from the *Wall Street Journal*, Bloomberg, the *New York Times*, *MIT Technology Review*, *Sloan Management Review*, *USA Today*, *Computerworld*, *Wired*, Forbes, MSN, and many others.

The MIT Center for Digital Business staff includes executive director David Verrill, chairman Glen Urban, director Erik Brynjolfsson, associate director Andrew McAfee, member services' Cyrus (Chuck) Gibson, financial assistant Tammy Buzzell, and administrative assistant Justin Lockenwitz.

David Verrill
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