



Apple, known for being an innovation leader, has sold over 21 million iPhones since the product was launched in June 2007.

As consumers, we are always looking for the next best thing.

There isn't anything necessarily wrong with that. After all, that is what innovation is about—new products, design, technology, processes—the ability to create in order to benefit not only ourselves, but our society and our world as a whole. In this issue of the *Baylor Business Review*, we look at the evolution and expansion of business innovation, as well as its role within the Hankamer School of Business.

You will be introduced to alumni working in various industries who are creative thought leaders within innovative companies. Other alumni are connecting through the Baylor Angel Network, a seed and early-stage investor group for friends and family of Baylor and Hankamer.

Within this theme of innovation, you will see how students are reaping the benefits of progressive programs at Hankamer like the Baylor Business Fellows major, where students customize curriculum within the BBA degree plan. You will also read about a student research project on social media strategies. Information has become even more accessible through online social networks, which affect how we connect with others both personally and professionally.

We continue to celebrate our 50th anniversary of AACSB accreditation in 2009. We reflect on the history of the Hankamer School of Business and anticipate the future, as we produce business graduates for worldwide leadership and service. Innovation is a continuous process just like the process of educating our students, whom we think will be the next best thing in the business world.

Terry S. Maness
Dean, Hankamer School of Business