# **Concept-based Action** Learning

The Annual "Tech Treks"

MIT Sloan MBAs head west—or stay east—to connect with technology trailblazers such as



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Assistant Professor Renee Richardson Gosline

Gosline looks at consumer buying behavior, focusing her research on the relationship between brands and social status.

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Amanda Peyton, MBA '10

" I have always loved businesses that invent new processes or somehow change the status quo."

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