

100 Best Twitter Feeds for Savvy Business Students

Posted by Site Administrator in [Features](#) Sep 14th, 2009

Going to class should not be the extent of your business education. Learning from others who have experience is a great way to expand your knowledge. Luckily, there are plenty of people posting on their Twitter feeds with information to help savvy business students stay on top of their education. Check out these feeds for information about marketing, economics, finance, green business practices, strategy and innovation, and entrepreneurship. You can even find out what some of the leaders in the industry have to say about the business world.

Marketing

Learn all about marketing with these informative feeds.

1. [@patrickbyers](#). Patrick Byers is all about responsible marketing and the posts on this feed reflect his position.
2. [@PingTweets](#). Professor Yuping Liu shares her experience and insight as a marketing professor on this feed.
3. [@TomChapman](#). This British marketing strategist shares his marketing experience.
4. [@susangunelius](#). This CEO of KeySplash Creative offers tons of marketing information on her feed.
5. [@harishbnair](#). A marketing professor in an Indian business school, Harish Nair posts many helpful marketing links.
6. [@derickson](#). Social media and marketing strategy are the main topics on David Erickson's feed.
7. [@nealhair](#). This marketing professor's feed features items about academia, marketing, and his personal life.
8. [@allenweiss](#). CEO of MarketingProfs, Allen Weiss posts plenty of links of interest to marketing professionals.
9. [@MarketingProfs](#). Ann Handley posts on this feed with a focus on social media.
10. [@BethHarte](#). Beth Harte dispenses invaluable advice on nurturing business relationships, among other topics. Beth, along with Ann Handley, both received recognition as top women on Twitter.
11. [@y2vonne](#). Yvonne DiVita is an expert at marketing to women and shares her expertise here.
12. [@ProfessorGary](#). Marketing, business, and academia all share the spotlight on this professor's feed.

13. [@RoyProfs](#). Roy Young's feed includes information on PR, social media tools, links to helpful marketing articles.
14. [@ducttape](#). The author of Duct Tape Marketing, John Jantsch writes about marketing here.

Economics

From professors to news sources and from US to global topics, these feeds all discuss economics.

15. [@planetmoney](#). NPR's feed is a great resource for news about global economics.
16. [@Nouriel](#). Nouriel Roubini is a professor at Stern School at NYU and posts about the economy in the US.
17. [@joshgans](#). This Australian economics professor shares links and information about economics, technology, and the economics of parenting.
18. [@MarkThoma](#). An economics professor at University of Oregon, Mark Thoma shares links to stories and posts from his own blog.
19. [@orgsandmarkets](#). Find links to blog posts and articles about global economic issues on this feed.
20. [@braddelong](#). An economist from UC Berkeley, Brad DeLong shares his thoughts on economics with a few links to other resources as well.
21. [@johnrutledge](#). The host of BizRadio, John Rutledge posts information about global economics.
22. [@econ_consultant](#). A senior economic consultant for LECG, Stephan Levy posts links to stories and offers his own opinion on economics.
23. [@nytimeskrugman](#). Read what Paul Krugman is writing about economics and politics on his blog at the New York Times.
24. [@Richard_Florida](#). Richard Florida posts links to economic stories that impact everyone's lives such as unemployment, personal bankruptcy, and spending.
25. [@WayneMarr](#). This professor of Business Administration posts several links from respected sources.
26. [@MilkenInstitute](#). See what the experts have to say with this feed from the economic think tank, Milken Institute.
27. [@FriedrichHayek](#). Followers of Hayek will appreciate this feed that shares posts from the blog Taking Hayek Seriously.
28. [@ericfruits](#). This financial economist shares his view of it all on his Twitter feed.
29. [@arnavsheth](#). Follow Arnav Sheth's feed to get real world applications of economic theory explained in fun ways.
30. [@OregonEconomics](#). Patrick Emerson writes about economics in Oregon, and Portland, more specifically.
31. [@woodsjam](#). Jamie Woods is a professor and chairman of the Board of Education, so you will find plenty about both economics and education here.

Finance

See what these experts have to say about finance in their Twitter feeds.

32. [@WSJNumbersGuy](#). From the WSJ blog, The Numbers Guy, get information on the numbers in business and politics with this feed.
33. [@crzymrkts](#). Joe Foley writes about financial news and analysis, with a little sports thrown in, too.
34. [@CMEGroup](#). Keep up with market news from CME Group on their Twitter feed.
35. [@mint](#). From Mint.com, this Twitter feed includes posts from their blog to help you learn about personal finance as well as updates from the company.
36. [@WorldSpreadsLtd](#). Follow what's happening on the markets with this feed from London. An emphasis is on FTSE, but other markets are also represented.
37. [@SuzeOrmanShow](#). Popular finance expert Suze Orman tweets her conversations about finance for all to read on this feed.
38. [@MoneyRates](#). Keep up to date on bank deals, investment rates, and more with this feed.
39. [@onprivateequity](#). This feed provides information on global equity news.
40. [@tipd](#). Stay abreast of what's going on in the world of finance with this feed from Tip'd financial social network.

Sustainability and Green Business

These business people are all focused on sustainable and ecologically-friendly business practices.

41. [@LeanThinker](#). Adam Zak, Executive Recruiter for Sustainable Lean Enterprise, posts about ecologically-sound business practices on this feed.
42. [@noreenahertz](#). Noreena Hertz posts about sustainability in a business environment here.
43. [@hlovins](#). Professor of Sustainable Management and President of Natural Capital Solutions, Hunter Lovins posts about sustainable business practices on her feed.
44. [@carbonmarket](#). Victoria Kamsler posts about business and finance news with an eye on environmental issues.
45. [@StevieRogers](#). Tweeting from the UK, Steven Rogers posts about low carbon management and business practices.
46. [@GreenAdvantage](#). Andrew Winston is a green business strategist who shares a wealth of information here.
47. [@GreenBizDoc](#). A consultant and professor of sustainable business practices, Nancy Landrum posts on this feed.
48. [@MonitorTalent](#). Keep up with the latest in business and science, especially green business, on this feed.
49. [@MarcGunther](#). Marc Gunther is a consultant specializing in sustainable business practices and provides tons of information.
50. [@makower](#). Joel Makower, founder of GreenBiz.com, posts about sustainable business practices and also includes links to similar stories from a variety of sources.

Strategy and Innovation

From the CTO of Cisco to the founder of Talent Zoo, find out what these people have to say about strategy and innovation.

51. [@think big](#). An amazing amount of brainpower is behind this group that is all about creative thinking.
52. [@Padmasree](#). Padmasree Warrior is the Chief Technology Officer for Cisco and is the driving force behind the company's innovation and strategy. Follow her here to see what she has to say.
53. [@alizasherman](#). This Internet strategist shares her ideas as well as information on social media.
54. [@DIYMarketers](#). Learn plenty about strategy ideas here, especially for those with an entrepreneurial spirit.
55. [@RickM](#). Marketing and strategy are found right alongside Ohio college sports on this feed from the founder of Talent Zoo.
56. [@ybeitollahi](#). Yasamin Beitollahi is a marketing strategist who shares tons of information here.

Entrepreneurship

Learn from entrepreneurs who share their experience or get information from those targeting small businesses and entrepreneurs with these feeds.

57. [@DowntownWoman](#). Diane Danielson posts about social media, business, and more with a woman's perspective.
58. [@DotSauce](#). Mark Fulton is the founder of DotSauce.com and posts about marketing and social networking here.
59. [@PaulaRobinson](#). Health expert and businesswoman, Paula Robinson writes about both fields on her feed.
60. [@deniseoberry](#). Denise O'Berry helps you learn how to ensure you have a steady stream of cash flow.
61. [@FranchiseKing](#). Joel Libava helps others secure franchise opportunities. Find out what makes him successful here.
62. [@brianmoran](#). Brian Moran offers tons of advice and opportunities for small businesses on his feed.
63. [@whatworks](#). Learn what you should do to grow your small business with the advice here.
64. [@deanjones](#). Dean Jones is a small business trainer who posts ideas and information useful for those with an entrepreneurial spirit.
65. [@smallbiztweets](#). This feed features podcasts full of information for entrepreneurs and start-ups.

Business Leaders

Learn from those who have succeeded in business with the Twitter feeds from these leaders in the business world.

66. [@zappos](#). Tony Hsieh, CEO of Zappos.com, writes about business and social media on this ultra-popular feed.
67. [@jimmy_wales](#). Of Wikipedia and Wikia fame, Jimmy Wales includes plenty about both his business and running a business.
68. [@jason](#). Jason Calacanis has founded several companies including Engadget and Mahalo.com. See what he has to say here.
69. [@jeremys](#). Jeremy Stoppelman talks about business, technology, and the goings-on at his business, Yelp.
70. [@arrington](#). Michael Arrington talks about TechCrunch and running his business on this feed.
71. [@kevinrose](#). Founder of digg.com, Kevin Rose posts his tweets here.
72. [@gcolony](#). George Colony, CEO of Forrester Research, includes links to business news as well as keeps a steady stream of thought-provoking questions and conversations.
73. [@timoreilly](#). Founder of O'Reilly Media and major force behind the open source movement, Tim O'Reilly posts here.
74. [@mashable](#). Pete Cashmore, founder of Mashable, shares links on social media and Twitter here.
75. [@richardbranson](#). Richard Branson provides insight with answers to "Ask Richard" questions from his blog as well as information about his company, Virgin Group.
76. [@ev](#). It would be a shame to exclude the CEO of Twitter itself in a list of business leaders on Twitter. Evan Williams posts about Twitter and business here.

Business and Finance News

These feeds will help you stay on top of all the news important to the business world.

77. [@TheEconomist](#). Stay abreast of economic news from around the world with the feed from this influential news journal.
78. [@WSJBusiness](#). Like the WSJ's feed, this one also provides reliable news headlines, but with a focus on articles specifically of interest to those in business.
79. [@WSJ](#). The Wall Street Journal provides business and finance news headlines in their feed.
80. [@beckyverak](#). From the Chicago Tribune, Becky Yerak reports on banking, private equity, and insurance.
81. [@Financial Times](#). From the British publication, get the latest news from world finance, business, and politics.
82. [@CNMoney](#). CNN Money offers international business and finance news.
83. [@Reuters Biz](#). Stay current with the latest business news from Reuters with their Twitter feed.
84. [@nytimesbusiness](#). Find up-to-the-minute business news stories from the NY Times here.
85. [@LATimesbiz](#). Get LA Times' business and finance news on this feed.
86. [@LATimesmoneyco](#). Tom Petrino and other staff from the LA Times post information about economics and the stock market here.

87. [@businessnews](#). Stay on top of business, finance, and stock market news from traderstrade.com with their feed.
88. [@bbcbusiness](#). BBC Business provides international business news with a British perspective.
89. [@HarvardBiz](#). Harvard Business Review's Twitter feed is a must for anyone in management.
90. [@AskHBR](#). Tweet your management questions to Harvard Business Review's Twitter feed and executive editor Paul Michelman will answer.
91. [@ManagementTip](#). Get management tips from this Twitter feed from HarvardBusiness.org.

B-Schools

Even if you aren't attending one of these schools, these feeds from business schools offer news and information just about any student can use.

92. [@BusinessSchools](#). MoneyScience sponsors this feed that posts news about b-schools.
93. [@bestbschools](#). Find plenty of information about AACSB-accredited business schools on this Twitter feed.
94. [@GoizuetaBusSch](#). Goizueta Business School at Emory University posts news and updates on their feed.
95. [@RutgersBschool](#). Find out what's happening at Rutgers Business school with the announcements about news and events here.
96. [@Baylor Business](#). Baylor's Hankamer School of Business Twitter feed offers news, trivia, and more.
97. [@Columbia Biz](#). The feed from Columbia business school provides news pertinent to the world of business, interviews with professors, and research being done at the school.
98. [@LondonBS](#). Get links to articles and post by professors at London Business School as well as information about the school on their feed.
99. [@UTexasMcCombs](#). Learn about what's happening on campus and in Austin with this feed from University of Texas' McCombs School of Business.
100. [@UConnBusiness](#). The University of Connecticut School of Business keeps readers informed with both events and links to news items.