



# **Business School Management: Top Educational Leaders on Creating a Strong School Reputation, Offering Competitive Programs, and Thriving in the Educational Marketplace (Inside the Minds)**

*Aspatore Books Staff*

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Business School Management is a smart and intriguing volume that outlines the role of today's educational leaders, and discusses the current state and future shape of business school management. Featuring educational leaders representing some of the most highly recognized business programs, this book provides a broad, yet comprehensive overview on the ins and outs of the industry and the strategic thinking behind operating a business school. Discussing the ever-changing role and responsibilities of the dean and the importance of striking a balance between a center for intellectual growth and a profitable institution, authors provide valuable insights into the business and offer indispensable advice for success. Identifying the roles of the administration, professors, and students alike, as well as the process of creating and implementing a strategic vision, these leaders offer strategies for establishing their school as a highly-ranked center of educational excellence. From developing a strong faculty and staff and offering competitive programs to building the endowment and interpreting rankings, these authorities articulate the finer points around the business now, and what will hold true into the future. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great minds of today, as experts explore in detail what it takes to build and sustain the organizations that educate the future's great business minds. Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nation-wide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession, or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-

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