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Nota di contenuto Part 1 Fast-forwarding: the role of Educational Technology -- Chapter

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modality in Higher Education Institutions of Malaysia -- Part 3 Role of

Higher Institutions: Nation building & Sustainability -- Chapter 10 Transforming Brics to Brincs for faster economic growth in Nigeria: The role of tertiary educational institutions -- Chapter 11 Capacity building for Educational Leaders in an era of change: The role of Higher Education Providers -- Chapter 12 Caring: A useful tool for embedding sustainability into Nursing Education -- Part 4 Fast-forwarding: Globalization & Educational Leadership -- Chapter 13 Branding Higher Institutions: What it takes to be branded -- Chapter 14 Knowledge Development, ICT Management and Education Policy: Global Issues, Local Challenges -- Chapter 15 Moral Sensitivity Practice in Academic Deanship: Does it really matter? -- Chapter 16 Improving the quality of Technical Education through International Standardization: The case of Coast Institute of Technology, Kenya.

## Sommario/riassunto

This book addresses various 21st century questions and challenges, especially the role of technology in upgrading teaching and learning in today's society, and the role of higher education institutions in improving standards of living, economics, society and sustainability. It shares with readers the challenges of globalization to higher institutions concerning the issues relating to value creation management, branding and the impact on leadership in higher institutions.