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Nota di contenuto	Chapter 1. The University Strategy Narrative -- Chapter 2. University Governance -- Chapter 3. What is Strategy? -- Chapter 4 Strategic Frameworks -- Chapter 5. Environment, Competition, Resources & Capabilities -- Chapter 6. Mission, Vision & Values -- Chapter 7. Objectives -- Chapter 8. Arenas, Vehicles, Differentiators, Staging & Economic Logic -- Chapter 9. Strategy -- Chapter 10. Organizational Structure -- Chapter 11. A New University -- Chapter 12. Some Final Thoughts.
Sommario/riassunto	Over the last few decades universities in Australia and overseas have been criticized for not meeting the needs and expectations of the

societies in which they operate. At the heart of this problem is their strategy. This book reviews the organizational-level strategies of some of Australia's prominent universities. It is based on their public documents that boldly report how they see their role in society and how they intend to navigate the future. These strategic statements are written to proclaim relevance, showcase achievements, attract students, and help to gain the support of the communities in which they operate. Using a strategy framework taught in their business schools, this book suggests that most such statements are deficient. Grand aspirations substitute for realistic operations and outcomes. The analysis also suggests that many of Australia's universities are poorly governed and have become too complex and bureaucratic. A greater focus on their core responsibilities would help alleviate their current funding predicament. .

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