

1. Record Nr.	UNINA9910457275103321
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Titolo	Educational Management in Managerialist Times [[electronic resource] ] : Beyond the Textual Apologists
Pubbl/distr/stampa	Maidenhead, : McGraw-Hill Education, 2003
ISBN	1-280-94821-3 0-335-22807-0
Descrizione fisica	1 online resource (297 p.)
Disciplina	371.2
Soggetti	School management and organization Education Social Sciences Theory & Practice of Education Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Half title; Title; Copyright; Dedication; Acknowledgements; Contents; Part I; Chapter 1; Chapter 2; Chapter 3; Chapter 4; Part II; Chapter 5; Chapter 6; Chapter 7; Chapter 8; Chapter 9; Part III; Chapter 10; Notes; References; Education in a post-welfare society; Engaging teachers
Sommario/riassunto	A critical guide to existing educational management texts. It makes a case for redefining educational management along socially and politically informed lines. It offers practitioners alternative management strategies intended to contest, rather than support, managerialism.