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Nota di contenuto	1. Introduction / J. Mark Munoz and Neal King -- Part 1. Effective organization -- 2. Developing and maintaining meaningful relationships with faculty, staff, and students / Arthur F. Kirk, Jr. -- 3. Optimizing the board-president relationship: best practices that make a difference! / Eugene B. Habecker -- 4. Pathways to entrepreneurship in the academe / J. Mark Munoz -- 5. Evaluating the impact of social networks on the university's public engagement / Letizia Lo Presti and Vittoria Marino -- 6. Business and academic linkages: the case of Georgia / Kakha Shengelia and Shalva Machavariani -- 7. Quad-helix engagement for city and regional development: the role of universities in governance, leadership, and management / Thandwa Z. Mthembu -- Part 2. Controlling for success -- 8. An empirical basis for strategic management of price and aid / Richard A. Hesel and Craig Goebel -- 9. Enrollment management / Halia M. Valladares and David Docherty -- 10. Assessment is everyone's business / Wendy Weiner -- 11. Fundraising in higher education: aligning mission, development staff, and donors / Mac Powell -- 12. Financial management in higher education / Neal King and J. Mark Munoz -- 13. Conclusion / J. Mark Munoz and Neal King -- Index -- List of contributing authors.
Sommario/riassunto	The state of affairs of contemporary higher education has been described as chaotic, highly competitive, and constrained with institutional roadblocks and bureaucracy. Despite obstacles, several academic leaders defied conventional wisdom and took on an

aggressive path toward innovation and change. This book captures the viewpoints of thought leaders in the contemporary education landscape. With insights from academic administrators and experts from around the world, this book is poised to be the official "how to guide" for success in the management of educational institutions. Volume 2 focuses on the organizing and controlling management functions of universities.

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