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Nota di contenuto	Cover; Contents; Series Editor's Foreword; Preface; Notes on Contributors; Glossary of Terms; Section I - Setting the Context; Chapter 1 - The Vanishing Boundaries: The Importance of Effective External Relations; Chapter 2 - Accountability in Education Systems: Centralising and Decentralising Pressures; Chapter 3 - Strategy, External Relations and Marketing; Chapter 4 - Partnerships, Alliances and Competition: Defining the Field; Section II - Relating to Stakeholders; Chapter 5 - Schools and the State; Chapter 6 - The State

and Colleges

Chapter 7 - Working with Governors: A Bridge to the Community?

Chapter 8 - Managing Relationships between Schools and Parents;

Chapter 9 - Colleges and Customers; Chapter 10 - Collaboration  
between Schools; Chapter 11 - Working with Employers and Business;

Section III - A Strategic Approach to External Relations; Chapter 12 -

Finding Your Place: Sensing the External Environment; Chapter 13 -

Achieving Responsiveness; Chapter 14 - Communicating the

Organisation; Index

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Sommario/riassunto

Based upon empirical research evidence, the contributors to this resource show how good management of external relations in schools and colleges, can produce productive and supportive relationships with the rest of the community.

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