1. Record Nr. UNINA9910818323003321 Autore Augier Mie <1972-> **Titolo** The roots, rituals, and rhetorics of change: North American business schools after the Second World War / / Mie Augier and James G. March Stanford, California, : Stanford Business Books, 2011 Pubbl/distr/stampa 0-8047-7891-4 **ISBN** Edizione [1st ed.] Descrizione fisica 1 online resource (378 p.) Altri autori (Persone) MarchJames G Disciplina 650.071/173 Soggetti Business schools - North America - History - 20th century Business education - North America - History - 20th century Educational change - North America - History - 20th century Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Bibliographic Level Mode of Issuance: Monograph Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Front matter -- Contents -- Preface -- Chapter 1. An Introduction --Chapter 2. The Contexts of Change -- Chapter 3. A Legend of Change: Abraham Flexner -- Chapter 4. A Spirit of Change: Hutchins's University of Chicago -- Chapter 5. An Incubator of Change: The RAND Corporation -- Chapter 6. An Engine of Change: The Ford Foundation -- Chapter 7. A Poster Child of Change: GSIA -- Chapter 8. Spreading the Gospel of Change -- Chapter 9. The Rhetoric of Reality -- Chapter 10. The Rhetoric of Relevance -- Chapter 11. The Rhetoric of Professionalism -- Chapter 12. The Lessons of History -- Notes --References -- Index Sommario/riassunto Some rather remarkable changes took place in North American business schools between 1945 and 1970, altering the character of these institutions, the possibilities for their future, and the terms of discourse about them. This period represents a minor revolution, during which business school are reported to have become more academic, more analytic, and more quantitative. This book considers

these changes and explores their roots.