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Autore	Dickeson Robert C
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Sommario/riassunto

This newly revised best-selling classic *Prioritizing Academic Programs and Services* continues to offer a proven step-by-step approach to reallocating resources in tough times. This updated text includes templates, available also online, for prioritizing communications plans to ensure more successful campus implementation and to avoid mistakes. Based on the author's extensive consulting experiences including serving several hundred two- and four-year colleges and corporations ranging from hospitals to bank holding companies, this revised edition is necessary and timely for the current ec
