

(Mobile book) The Business School in the Twenty-First Century

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Howard Thomas, Peter Lorange, Jagdish Sheth
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Howard Thomas, Peter Lorange, Jagdish Sheth : The Business School in the Twenty-First Century before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Business School in the Twenty-First Century:

1 of 1 people found the following review helpful. This book is what is wrong with business schools By John The problem with business schools is that they spend too much effort on theory and too little on how to run a business. This book has the same problem. Business schools in the 21st century are confronted with a mature and increasingly crowded market for their principle product, the MBA. Students and recruiters are questioning the value of the degree.

The finance and consulting industries that have historically hired MBA grads are contracting. Many schools are struggling to maintain revenue after decades of nearly uninterrupted growth. This book offers no insight into any of these threats. Instead, it consists of a series of disjointed chapters on the history and philosophy of business schools. Even on these limited terms it is inferior to the books by Henry Mintzberg and Roger Martin. More surprising, this book contains almost no data. If there is one thing business schools can credibly claim as their historic contribution it is a quantitative approach to business problems. This is nowhere in evidence in the book. This oversight is particularly surprising in an era of pervasive data analytics and is more evidence that many business schools are painfully behind the curve. 1 of 3 people found the following review helpful. Thoughtful and Helpful By Customer Howard Thomas, Peter Lorange and Jagdish Sheth offer facts, insights, evaluations of paradigms. They discuss new models and draw conclusions. The three authors are all insiders, coming from different regions of the world. Their teamwork lead to a highly professional description and analysis of business schools. The book offers subtle details (a pleasure for easy reading) and promising perspectives on future forms and types of management education. The reader is guided through space (US, Europe, Asia) and time (history, present status, future ways). Fascinating to read for all who teach students of management / business administration, who hire young graduates (HR), or who is responsible for policy making. Klaus Spremann, St.Gallen

Questions about the status, identity and legitimacy of business schools in the modern university system continue to stimulate debate amongst deans, educational policy makers and commentators. In this book, three world experts share their critical insights on management education and new business school models in the USA, Europe and Asia, on designing the business school of the future, and how to make it work. They look at how the business school is changing and focus in particular on emergent global challenges and innovations in curricula, professional roles, pedagogy, uses of technology and organisational delineations. Set within the context of a wider discussion about management as a profession, the authors provide a systematic, historical perspective, analysing major trends in business school models, and reviewing a wealth of current literature, to provide an informed and unique perspective that is firmly grounded in practical and experimental analysis.

"Lorange, Sheth and Thomas provide a comprehensive, data-filled overview of the business school landscape including its history and current conditions. With an appropriately broad focus on schools throughout the world, and by considering what skills business schools should impart to their students and how they might accomplish this, this book is one of the very best overviews of the business school ecosystem." - Jeffrey Pfeffer, Thomas D. Dee II Professor of Organizational Behavior, Graduate School of Business, Stanford University "The timing of this book could not be better as the world of business education is facing the greatest challenges and opportunities in its history. More than ever, business schools have to deal with new players, new models of competition, new technology, a new generation of teachers and participants, a new global environment etc. The book is full of ideas and insights that I expect will contribute fundamentally to the rethinking of our current business models. It is without question the most important and useful book on what business education will look like tomorrow." - Dominique Turpin, President and Nestleacute; Professor, IMD "As highly experienced business school educators, the authors are uniquely qualified to offer a credible new framework for evaluating educational practices. Their observations regarding research and curricula relevance, faculty appointments and workloads, current funding sources, globalization of business education, and the impact of technological advancements are insightful and intriguing. This book is a worthy read for anyone who is interested in how we educate the next generation of business leaders." - Thomas S. Robertson, Dean and Reliance Professor of Management and Private Enterprise, The Wharton School, University of Pennsylvania "In today's global and complex world, governments and companies need quality leadership to understand the challenges that we face, set a sense of direction, inspire others through example and execute action plans. Business schools were born as institutions to provide a learning context to develop leaders with clear thinking and values-based character to make things happen. This new book provides useful suggestions on how business schools can better contribute to business and society through leadership development." - Jordi Canals, Dean, IESE Business School "This book makes a huge contribution to executive education, mainly due to its having an icon in this field among its authors, Peter Lorange. It will help business schools to review their mission and their role vis-...-vis society." - Emerson Almeida, President, Fundacao Dom Cabral, Brazil "Lorange, Sheth and Thomas have written an insightful and thought-provoking analysis of the past, present and future of business schools, outlining the choices schools will face and strategic decisions they must make to thrive in the 21st Century." - Kai Peters, CEO, Ashridge Management College, UK "At a time when, faced with globalization and digital development, everyone agrees in saying that business schools will have to redefine themselves to survive, Howard Thomas, Peter Lorange and Jagdish Sheth actually propose some clear, concrete directions. This book should greatly interest both people who are skeptical about business schools and those who unconditionally support them." - Bernard Ramanantsoa, Dean, HEC, Paris "The performance of American business schools is coming under increasing scrutiny and skepticism, fueled in no small part by the unethical behavior of some their high-profile graduates. The schools themselves are being characterized as academic cash cows whose

faculties suffer from physics envy. At the same time, the demand for business degrees has soared as the skyrocketing costs of a higher education drive parents to tell their offspring to use their undergraduate years as the means to a good job (as opposed to a good education). Meanwhile graduate school professors are teaching less while delivering their product for free on-line. Things simply can't go on like this. As the authors of this remarkable compendium of knowledge about management education conclude, the enterprise is now at a tipping (if not tripping) point. Their unprecedented, comprehensive, global perspective on the challenges facing business schools is scholarly, even-handed, and admirably practical." - James O'Toole, Daniels Distinguished Professor of Business Ethics, University of Denver

About the Author Howard Thomas is Dean and LKCSB Chair in Strategic Management at the Lee Kong Chian School of Business, Singapore Management University. He was Dean of Warwick Business School (2000-2010) and, prior to this, he was Dean of the College of Commerce and Business Administration at the University of Illinois, Urbana-Champaign (1991-2000). Peter Lorange is President of the Lorange Institute of Business, Zurich and is one of the world's foremost business school academics. He is Professor of Strategy at IMD, Switzerland and was the President of IMD (1993-2008). Prior to this, he was President of the Norwegian School of Management in Oslo. Jagdish Sheth is the Charles H. Kellstadt Chair of Marketing in the Goizueta Business School at Emory University, Atlanta, where he won the school's Global Innovation Award in June 2008. Professor Sheth is an internationally recognised business consultant and has been an educator for more than 40 years.