



The Strategic Management of Higher Education Institutions: Serving Students as Customers for Institutional Growth

Hamid Kazeroony

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If you are a professional interested in reorganizing or restructuring your higher education or postsecondary institutions, you'll need this book. Inside, the author smartly examines the needs of learners in the 21st century, the rise of for-profit higher education institutions, and the technological innovations impacting postsecondary education. Kazeroony provides examples of administrative processes and how to satisfy regulatory agencies standards to take advantage of a particular marketing niche for attracting students. He addresses the changing environment of higher education, the administrative structure, challenges, and the requirements for successful execution of start-up operations or changing strategies for existing institutions, as well as provides a summary of findings and additional recommendations.

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