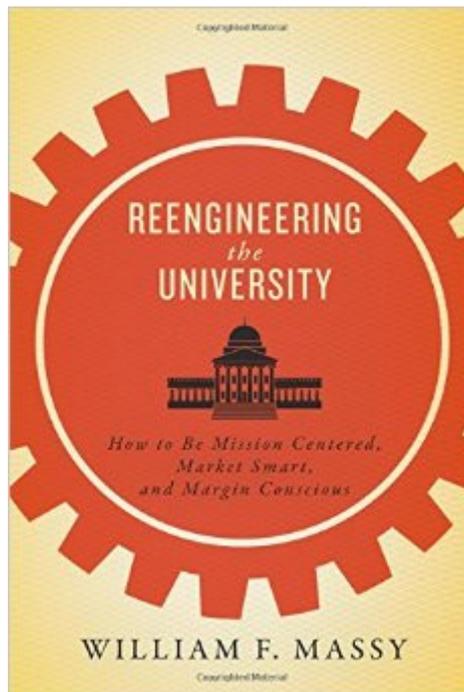


The book was found

# Reengineering The University: How To Be Mission Centered, Market Smart, And Margin Conscious



## Synopsis

Higher education expert William F. Massy's decades as a professor, senior university officer, and consultant have left him with a passionate belief in the need for reform in America's traditional universities. In *Reengineering the University*, he addresses widespread concerns that higher education's costs are too high, learning falls short of objectives, disruptive technology and education models are mounting serious challenges to traditional institutions, and administrators and faculty are too often unwilling or unable to change. An expert microeconomist, Massy approaches the challenge of reform in a genuinely new way by applying rigorous economic principles, informed by financial data and other evidence, to explain the forces at work on universities and the flaws in the academic business model. Ultimately, he argues that computer models that draw on data from college transaction systems can help both administrators and faculty address problems of educational performance and cost analysis, manage the complexity of planning and budgeting systems, and monitor the progress of reform in nonintrusive and constructive ways. Written for institutional leaders, faculty, board members, and policymakers who bear responsibility for initiating and carrying through on reform in traditional colleges and universities, *Reengineering the University* shows how, working together, administrators and faculty can improve education, research, and affordability by keeping a close eye on both academic values and the bottom line.

## Book Information

Hardcover: 304 pages

Publisher: Johns Hopkins University Press; Edition Unstated edition (January 29, 2016)

Language: English

ISBN-10: 1421418991

ISBN-13: 978-1421418995

Product Dimensions: 6 x 1 x 9 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #326,008 in Books (See Top 100 in Books) #32 in [Books > Education & Teaching > Higher & Continuing Education > Administration](#) #266 in [Books > Business & Money > Processes & Infrastructure > Government & Business](#) #609 in [Books > Education & Teaching > Schools & Teaching > Education Theory > Reform & Policy](#)

## Customer Reviews

The best explanation of the value of traditional higher education I've read. Also, the clearest guide to

preserving this unique American treasure in circulation.

[Download to continue reading...](#)

Reengineering the University: How to Be Mission Centered, Market Smart, and Margin Conscious  
Proceedings of the Fourth European Conference on Software Maintenance and Reengineering:  
Reengineering Week Zurich University of Zurich, Switzerland February 29-March 3-March 2, 2000  
Smart Investor: Warren Buffett Way: How to know the stock market has bottomed? (Market Crash,  
Intelligent Investor, Stock Market, Financial Freedom, Stock Valuation, Wealth Creation Book 1)  
Teaching Student-Centered Mathematics: Developmentally Appropriate Instruction for Grades 3-5  
(Volume II) (2nd Edition) (Teaching Student-Centered Mathematics Series) Palliative Care: A  
Patient-Centered Approach (Patient-Centered Care) Teaching Student-Centered Mathematics:  
Developmentally Appropriate Instruction for Grades Pre-K-2 (Volume I) (2nd Edition) (Teaching  
Student-Centered Mathematics Series) Beyond Reengineering: How the Process-Centered  
Organization is Changing Our Work and Our Lives Ocean, Ice, and Atmosphere: Interactions at the  
Antarctic Continental Margin (Antarctic Research Series) Stock Market: Beginner's Guide to Stock  
Trading: Everything a Beginner Should Know About the Stock Market and Stock Trading (Stock  
Market, Stock Trading, Stocks) From Margin to Center: The Spaces of Installation Art Margin of  
Safety: Risk-Averse Value Investing Strategies for the Thoughtful Investor Aircraft Photography:  
Critical Decisions No Margin for Error Appropriate: The Houses Of Joseph Esherick (Environmental  
Design Archives at the University of California, Berkeley Series) (Environmental Design Archives ...  
University of California, Berkeley Series MINECRAFT: Diary of a Minecraft Bounty Hunter 10  
(Mission 'Evil Dinnerbone') ((Mission 4 'Evil Dinnerbone' Part 1)) The Mission of God's People: A  
Biblical Theology of the Church's Mission (Biblical Theology for Life) The Ethical Meat Handbook:  
Complete Home Butchery, Charcuterie and Cooking for the Conscious Omnivore I'm Chocolate,  
You're Vanilla: Raising Healthy Black and Biracial Children in a Race-Conscious World The Brain  
and Conscious Unity: Freud's Omega Uncontainable: How Passion, Commitment, and Conscious  
Capitalism Built a Business Where Everyone Thrives Group Dynamics in Recreation and Leisure:  
Creating Conscious Groups Through an Experiential Approach

[Dmca](#)