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Missing Engines of Management Education (Paperback)

By Dr Prasad Sundararajan, S Shivamayi

Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. From RETHINKING to REDOING This book is a SEQUEL to Rethinking the MBA: Business Education at a Crossroads , authored by Srikant M. Datar, David A. Garvin, and Patrick G. Cullen, published in 2010 by Harvard Business Press. Declaring business education at a crossroads , the HBS teachers-researchers have proposed rethinking the MBA. Hopefully, the purpose of such a rethinking might envisage certain possible-probable redoing to drive business education out of the crossroads. If so, if the students are trained to practice at least 30 percent of the concepts-ideas-methods contained in this book, definitely they will imbibe certain extraordinary knowing that empower their driving of whatever knowing, doing, and being envisioned for them. If, if at all, the business schools and management institutes are genuinely concerned, beyond trade-mentality , in rebalancing the knowing and doing and being of the MBA students, they may consider the doing of training the students in the doing of emancipating their engines . The engine of language: sensitizing the students about the statistical nature of language, to rediscover their language, to see the intentionality...

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