



# **Managing Higher Education As A Business: (American Council on Education Oryx Press Series on Higher Education)**

*Robert L. Lenington*

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Most colleges and universities are now facing serious financial challenges caused by a variety of economic and demographic factors. These include widespread tuition discounting, changes in state and federal support, a lack of sufficient endowment, and shrinking enrollment. However, the conventional approaches for dealing with these issues no longer are effective. As a result, American institutions of higher education must now turn to the same sound financial management principles used by corporate America. "Managing Higher Education as a Business" is intended to stimulate thinking on how these principles can be applied to improve the financial management of colleges and universities. It also serves as an excellent financial and management overview of the industry known as higher education. The thought-provoking material contained in this book should be of great interest to many different audiences within the higher education community and should be of particular appeal to board members.

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