



Everybody's Business: Reclaiming True Management Skills in Business Higher Education (Palgrave Pivot)

Ian I. Mitroff, Can M. Alpaslan, Ellen S. O'Connor

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Today's business schools do not teach management. Instead, they are run for and by separate disciplines such as accounting and marketing. The end result to this strategy is not only the extreme fragmentation of knowledge, but the inability to manage complex, messy systems and problems. Business schools need to be fundamentally recast as Schools of Management or SOMs.

Everybody's Business is a succinct analysis of the factors that led to the founding of American business schools and why they are the way they are. Mitroff, Alpaslan, and O'Connor consider why current business schools do not give students the knowledge and the tools they need to deal with today's complex, messy problems and systems. They also spell out the kinds of knowledge and skills that are needed to deal with today's complex issues. This enlightening new volume is ideal for business faculty as well as MBA students looking to cultivate a tool set for dealing with our ever evolving business world.

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