



Strategic Planning, Marketing & Public Relations, and Fund-Raising in Higher Edu

Cynthia C. Ryans, William L. Shanklin

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Because of severe budgetary constraints and the dwindling number of 18-year-olds, colleges and universities are looking for new ways to keep their heads above water. One step toward a solution is to see how others have done it. The authors focus on three important facets of higher educational administration: strategic planning, marketing and public relations, and fundraising. They offer their own perspectives, include previously published journal articles by experts, and provide an annotated bibliography of books and journal articles on these subjects. Each citation includes a complete bibliography entry and a 50-100 word annotation. With author/title and subject indexes and a directory of publishers mentioned in the book. The contributors: Peter Doyle, Gerald Newbould, Abby Livingston, William Keim, Fred Gehrung, James Blackburn, Donald Shandler, Roger Wadsworth, Wayne Anderson, Charles Webb, and Fisher Howe.

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