

The Learning Curve
How Business Schools Are Re-inventing Education

Santiago Iñiguez de Onzoño

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Business Schools: The future of education, or an experiment gone wrong?

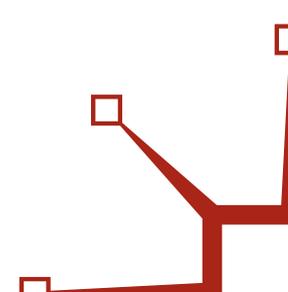
"In this far-ranging assessment, Santiago Iñiguez, returns to the core question of how business schools can accelerate the development of spirited leaders, those who learn, fight, and proceed with passion and virtue."

– Ted Snyder, Dean, Yale School of Management

Business schools were the educational success story of the twentieth century. From humble beginnings in the US, they have spread to every corner of the world – and business studies is now the most popular subject among those seeking higher education. But, for all their success, business schools have also attracted critics and have been vilified for their part in educating the business leaders involved in the financial crisis. So are business schools the blueprint for the higher education institutions of the future? Or are they simply an educational experiment that went wrong?

Illustrated with fascinating examples drawn from interviews with some of the most influential figures in business education around the world, this book offers a compelling road-map for educational leaders in the twenty-first century.

Santiago Iñiguez de Onzoño is President of IE University, and Dean of IE Business School. He studied at Madrid's Complutense University and Oxford University. He is a Doctor of Law and holds an MBA from IE Business School. Iñiguez has spent 20 years working in higher education. He has worked as a management consultant and has played an active role in the field of quality control and the development of management education in Europe. Iñiguez is also co-editor of a blog focused on management education (www.deanstalk.net).



Advance Praise

"Today, says Santiago Iñiguez, is a critical time for higher education generally. It faces novel challenges in the form of new technologies, globalization, and 'Generation Y'. The Learning Curve is based on the concept that business schools (relatively new arrivals on the higher education scene) are useful models of how to respond. This timely, comprehensive, and constructive book examines the key issues now facing all educators through the prism of the past, present, and future of the world's leading business schools." – *Eric Cornuel, Director General and CEO, EFMD*

"The Learning Curve is a must-read for anyone who believes, like I do, that quality management education is essential to a productive, healthy, and sustainable society. Professor Iñiguez draws comfortably from art, history and philosophy, as well as business strategy, to discuss the issues facing business schools as they enter an exciting, but still undefined, new era. The result is a book of crystal clear explanations, creative models, and inspired solutions." – *Dan Le Clair, Vice President and Chief Knowledge Officer, AACSB International*

"Few Institutions are likely to make as many changes over the next few years than business schools – and this book brilliantly addresses this, i.e. what fundamental changes we can expect and why. Making good executive development even better is what this book is all about!" – *Peter Lorange, President, Lorange Institute of Business, Zurich*

"Santiago has actively debated his ideas on business education through a series of blogs and digital media posts over the last five or six years. Using this material as a base, he provides here a synthesis of his evolving views about the nature of business education. He also develops some comprehensive projections about the future of business schools. It is, in essence, a thorough and insightful treatment of Santiago's passage and 'learning curve' from MBA student to Dean to President of a leading European business school. It is a welcome addition to the field." – *Howard Thomas, Dean and LKCSB Chair in Strategic Management, Lee Kong Chian School of Business*

