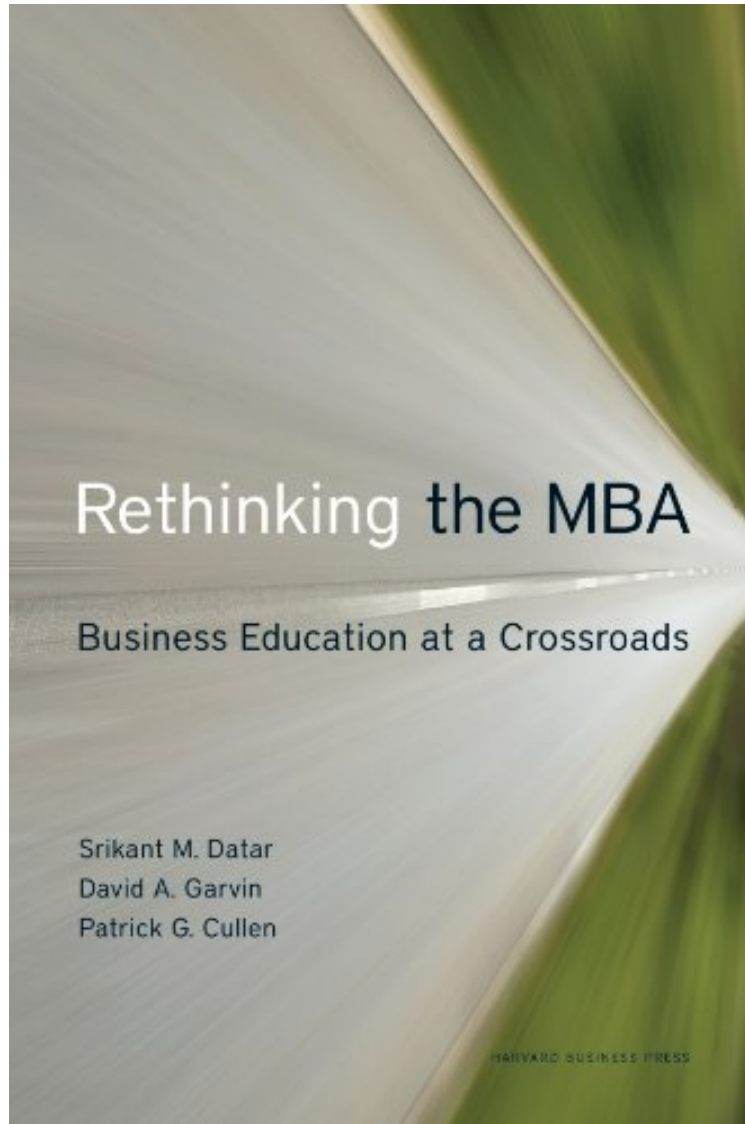


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## Rethinking the MBA: Business Education at a Crossroads

*Srikant Datar, David A. Garvin, Patrick G. Cullen*  
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**Srikant Datar, David A. Garvin, Patrick G. Cullen : Rethinking the MBA: Business Education at a Crossroads**  
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Sustainable Business program at the Bainbridge Graduate Institute (BGI). The timing of the publishing of this book is

perfect because BGI is doing a curriculum review, and this book is an excellent resource to support this experience. The book is well organized. Chapter 1 explains the research methodology the authors used in gathering data and how this was all formulated for explanation in the remainder of the book. Data was collected pre and post economic crisis so it is relevant in today's environment. The next part of the book is about the unmet needs they identified in their research presented in a knowing-being-doing framework: gaining a global perspective; developing leadership skills; honing integration skills; recognizing organizational realities and implementing effectively; acting creatively and innovatively; thinking clearly and communicating clearly; understanding the roles, responsibilities, and purpose of business; and understanding the limits of models and markets. The next part of the book looks at six individual institutions that uniquely/powerfully address the unmet needs. The book then concludes with the authors key learnings and proposals based on their interpretations of the research they gathered. I value what I have learned from this book. The articulation of the unmet needs was clear and could have included more detail, but then it would make for a very long book. The details provided in the six individual institution cases gave me a sense of the complexity, successes and challenges these institutions face in providing their offering to the world. As the previous reviewer stated this book is well researched and well written. A definite must for those doing their part to help educate current and future change agents. 2 of 4 people found the following review helpful. A Reality Check for MBA Schools By Hamid Noorani This book is well-researched, well-organized, well-written, and very timely. For all who help develop the future leaders of the world, this book is a wake-up call. It highlights the growing gap between what we teach MBA students and what the real world demands of them. Globalization and technology have changed the world, and MBA schools need to adapt by re-thinking the skills they impart to their graduates. Highly Recommended.

"Business Schools Face Test of Faith." "Is It Time to Retrain B-Schools?" As these headlines make clear, business education is at a major crossroads. For decades, MBA graduates from top-tier schools set the standard for cutting-edge business knowledge and skills. Now the business world has changed, say the authors of *Rethinking the MBA*, and MBA programs must change with it. Increasingly, managers and recruiters are questioning conventional business education. Their concerns? Among other things, MBA programs aren't giving students the heightened cultural awareness and global perspectives they need. Newly minted MBAs lack essential leadership skills. Creative and critical thinking demand far more attention. In this compelling and authoritative new book, the authors: · Document a rising chorus of concerns about business schools gleaned from extensive interviews with deans and executives, and from a detailed analysis of current curricula and emerging trends in graduate business education · Provide case studies showing how leading MBA programs have begun reinventing themselves for the better · Offer concrete ideas for how business schools can surmount the challenges that come with reinvention, including securing faculty with new skills and experimenting with new pedagogies Rich with examples and thoroughly researched, *Rethinking the MBA* reveals why and how business schools must define a better pathway for the future.