



Corporate Universities: Lessons in Building a World-Class Work Force, Revised Edition

By Jeanne C. Meister

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With more than 10,000 copies sold in its previous edition, Corporate Universities is a welcome update with an entirely new chapter on how to launch a corporate university and the 10 building blocks for running and revitalizing a corporate university. Highlighting the best practices in corporate education and training, this revised edition contains cases and examples of innovative programs from over 30 American companies and reveals the results of author Jeanne Meister's survey report, "Corporate University Future Directions." Key findings in the survey include: Reliance on technology for learning; Business/higher education alliances on the rise; Curriculum focus on building "Core Workplace Skills"; Interest growth in career development centers; Emergence of a chief learning officer.

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Editorial Review

From the Back Cover

Here's what business leaders are saying about Corporate Universities. "Jeanne Meister has nailed the concept of a great quality corporate university." - Skip LeFauve, Senior Vice President, President GM University, General Motors Corporation. "The growth in the number of 'corporate universities' is one more sign of the information age in which learning has become a lifelong commitment. Conventional colleges and universities are changing as a result, as are corporate learning strategies. We need to learn to know each other better. Jeanne Meister's book will help start that process." - Stanley O. Ikenberry, President, American Council on Education. "As the millennium approaches, corporations will increasingly take a closer inventory of their learning organizations and the manner in which they share and distribute knowledge. Jeanne Meister's book will help you prepare for this new day in corporate learning...by learning from numerous organizations who have already begun the journey." - Patrica Parker, President, SBC Center for Learning. "Jeanne Meister has redefined the territory of corporate sector education and training. She gives a unique insight into the explosion of interest in corporate universities and their impact on the quality of corporate relations with universities, colleges, and learning centers. Anyone who is seriously interested in how corporation will be investing in education and training in the next few years should read this book." - Kitty Chisolm, Director of Development, The Open University. "Jeanne C. Meister takes the reader step by step to point the full scope of how corporations are becoming educators of the workforce. This book is required reading for all those who believe that education is a first class investment that improves productivity and adds value to their organizations." - Luis E. Giusti, Chairman and CEO, Petroleos de Venezuela, S.A.

About the Author

Jeanne C. Meister is President of Corporate University Xchange, Inc., a New York City-based corporate education consulting firm. An internationally sought consultant, speaker, and commentator on education issues, Ms. Meister continually researches best practices in learning and development. Visit her at www.corpu.com and join an international network of leaders in learning.

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