



Leading the Campaign: Advancing Colleges and Universities (American Council on Education Series on Higher Education)

Michael J. Worth

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The ability to lead a campaign is essential to success for today's college or university president. And campaign experience at some level is generally now a prerequisite credential for presidential candidates, as well as deans and other academic leaders, on both public and private campuses. This book discusses fundamental campaign principles, but is not intended as a how-to guide. Rather, its emphasis is on the strategic decisions that a campaign requires and on campaign leadership. It will be of interest to trustees, advancement professionals, and others concerned with the future of colleges and universities. But, consistent with its sponsorship by the American Council on Education, it emphasizes the campaign leadership of presidents.

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