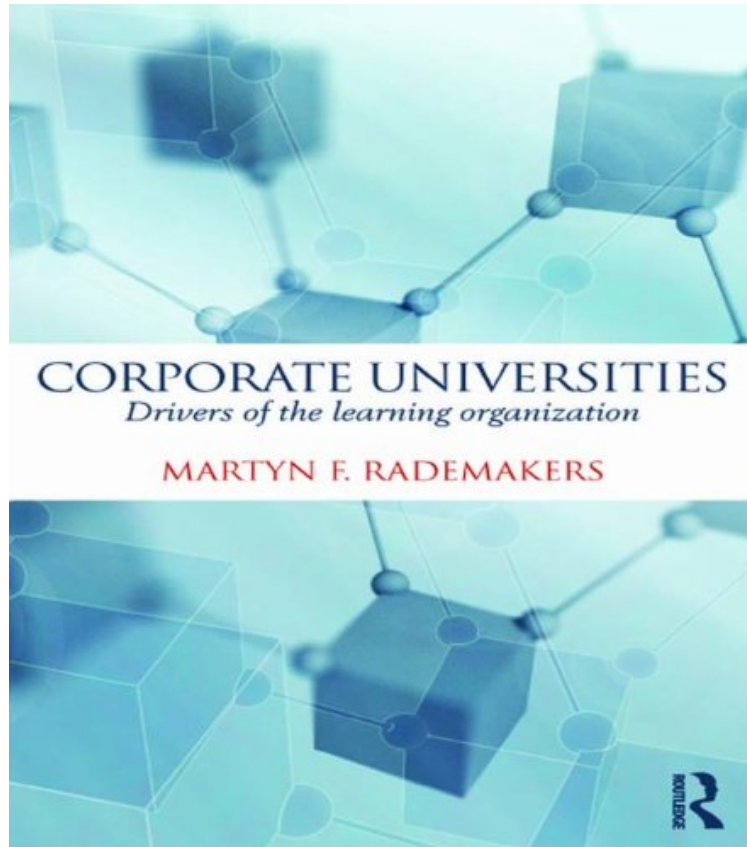


Corporate Universities: Drivers of the Learning Organization

Martijn Rademakers

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Organizations constantly need to adapt themselves to stay aligned with an ever-changing and increasingly complex environment. Corporate Universities puts "smart learning" at the forefront, with strategies to secure alignment between organization and environment, which need both speed of learning and learning in the right direction.

Across the globe, corporate universities have emerged as vehicles of such strategy-driven learning. Corporate Universities bridges the gap between the disciplines of strategic management and corporate learning, combining general strategy with the concept of corporate universities, which, to date, has predominantly been an HR topic. Readers will find new concepts, as well as generic corporate university strategies to link corporate strategy to organizational learning. In-depth cases show how corporate universities are used to renew, transform, and optimize strategy and include important lessons learned by corporate university executives, from both small and global companies, as well as governmental organizations across different industries. Written for academics in strategy, HRD, and organizational behaviour disciplines, as well as practicing managers alike, Corporate Universities is the first book that offers a consistent set of concepts, frameworks, and cases to integrate general strategy with organizational learning.

In Corporate Universities: Drivers of the Learning Organization, Martyn Rademakers has delivered a book that belongs on the shelf of every learning and development professional. With a combination of detailed description of the corporate university phenomenon and ample use of real world global case studies, Rademakers keeps the entirety of his book positioned with a strategic focus, exactly where a discussion of corporate universities needs to be. Mark Allen, Ph.D., Author of The Corporate University Handbook and The Next Generation of Corporate Universities and Professor, Pepperdine University, USA. A highly comprehensive, research-based book on Corporate Universities. Excellent reading for executives and students of management who share the notion that strategy and organizational learning are key to sustainable corporate growth. Tanri Abeng ndash; Rector, Tanri Abeng University and former Minister of State-Owned Enterprises of the Republic of Indonesia "Percepts without concepts are empty, concepts without percepts are blind". Martijn Rademakers offers both clear-sighted concepts and rich cases in the world of corporate universities. Therefore, this book is a must read for organizational leaders who take learning seriously! Marc Schrijver, founder of DNB Supervisory Academy, currently working as senior financial sector specialist at the World Bank A truly in-depth and thought-provoking study and yet a really fascinating journey full of surprising revelations, linking corporate learning to corporate strategy in a highly coherent way through 3 strategy-based paradigms in which a corporate university may exist: School, College and Academy. If you've been looking for a comprehensive and representative overview on contemporary corporate universities evolving into strategic business partners who help their parent companies not only to support but also co-create and reinvent their strategies to meet their challenges, this book is a real find! Olga Golyshenkova, Executive Director of MAKO (International Association for Corporate Education), CEO of World Council of Corporate Universities, Russia In clear, nontechnical language, Martyn Rademakers tells us all there is to know about Corporate Universities. The sound and interesting presentation of case studies is very helpful in making decisions about the start-up of CU's. This book is not only very readable, it also provides valuable insights into the nature of creating a learning environment within businesses. There's no doubt this book is a "must read" for learning consultants and HR executives. Marjolein van Altena, Director NSCU (Dutch Foundation for Corporate Universities), The Netherlands About the Author Martyn F. Rademakers is Managing Director of the Center for Strategy Leadership and has been a Research Associate at the Rotterdam School of Management, Erasmus University, Rotterdam.