

CHRISTINE FLANAGAN Business Model Innovation: A Blueprint for Higher Education

RICHARD CULATTA From Innovation Clusters to Datapalooza: Accelerating Innovation in Educational Technology
MARY JO BITNER, AMY L. OSTROM, and KEVIN A. BURKHARD Service Blueprinting: Transforming the Student Experience
JIM SPOHRER, DIANNE FODELL, and WENDY MURPHY Ten Reasons Service Science Matters to Universities

BRAD WHEELER and JAMES L. HILTON The Marketecture of Community

PHIL HILL Online Educational Delivery Models: A Descriptive View