

## PRESS RELEASE

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*European Association for International Education*

### **The EAIE presents its newest book: Effective strategic management of internationalisation**

The latest addition to EAIE's *Occasional Paper* series is 'Effective strategic management of internationalisation'. Minna Söderqvist and Christine Parsons wrote this publication as a useful tool, helping to provide new ideas and inspiration for managing internationalisation within higher education institutions.

"Most universities and colleges are committed to internationalising higher education, but this is easier said than done in today's complex environment. This new occasional paper, developed from original research with universities and colleges across Western Europe, aims to provide fresh perspectives, practical ideas and examples of good practice for managing internationalisation's many challenges successfully" stated Dr Parsons.

Based on the authors' research, the *Occasional Paper* contains a wealth of useful tips, examples of good practice as well as a self-guided exercise. As Dr Soderqvist states: "This book clarifies what internationalisation and its effective management means".

Dr SC (IB) Minna Söderqvist is the Principal Researcher at the Helsinki Business Polytechnic ©, Helsinki, Finland.

Dr Christine Parsons is a Senior Lecturer at Buckinghamshire Chilterns University College, Buckinghamshire, England.

#### *EAIE Occasional Papers*

The EAIE's *Occasional Paper* series provides a medium through which topics of interest to EAIE members can be explored in depth. 'Effective internationalisation management' is number 18 in the series.

#### **Orders**

Copies of 'Effective internationalisation management', *EAIE Occasional Paper* 18, can be ordered from the EAIE at <http://www.eaie.org/publications/latestOP.asp> and cost EUR 10 per copy (plus postage and packing).

#### **EAIE Mission**

The goal of the European Association for International Education (EAIE) is to stimulate and facilitate the internationalisation of higher education in Europe, and to meet the professional needs of individuals active in international education.

#### **Further information**

More information regarding the EAIE and its publications can be obtained from the EAIE website, <http://www.eaie.org>, or contact the EAIE Secretariat, PO Box 11189, 1001 GD Amsterdam, The Netherlands, tel +31-20-525 49 99, fax +31-20-525 49 98, e-mail [eaie@eaie.nl](mailto:eaie@eaie.nl).

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