



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.

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