Marketing the Green School: Form, Function, and the Future

Part of the Advances in Educational Marketing, Administration, and Leadership Book Series

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As environmental concerns become more prevalent, it is important for today's youth to be exposed to green practices. The introduction of environmentally sound principles into educational systems and institutions helps establish a positive viewpoint on sustainability as well as promote green practices.

Marketing the Green School: Form, Function, and the Future features the latest research surrounding the operational efficiency, financial and legal considerations, and effectiveness of environmentally friendly school systems, as well as the integration of environmental education curriculum. Investigating the impact a green environment has on student well-being and success, this book is an essential reference source for school superintendents, school business managers, contractors, architects, and civil engineers interested in the development and promotion of green initiatives in educational institutions.

Topics Covered:
- Cost Effectiveness
- Curriculum Design
- Ecologically-Aware Construction
- Environmental Engagement
- Resource Sustainability
- Waste Management
- Water Resource Conservation

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Tak Cheung Chan, Professor Emeritus of Educational Leadership at Kennesaw State University, is a graduate of the University of Georgia. He had been a teacher and school administrator in Hong Kong School System before he served as the key educational planner for three major school systems in southern United States. He started his career in higher education as an assistant professor at Valdosta State University, GA, and was then hired as an Associate Professor of Educational Leadership at Georgia Southern University. His areas of academic interest include educational planning, school facility planning, school business management, principalship, and international education. Dr. Chan has published extensively in his areas of expertise in renowned national and international journals. He also presented in AERA and many other professional organizations on various topics in teaching and learning in educational leadership.

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