



MIM Business School & the BookChef Publishing House joint **pro bono** project

MIM Business School recommends book series: **How to Bring Global Agenda Home**

Ukrainian translations of the business and management related international best sellers positively affects:

Development of the business environment

- Brings international agenda to Ukraine; disseminates the latest developments in managerial thought.
- Promotes managerial thought and facilitates the generation of the new knowledge in management.
- Helps Ukrainian public to get access to the most sought after business books.
- Discuss with some authors their ideas as a part of book club meetings, classes, and events such as International Educational Forum where those authors were keynote speakers.

Enhancement of MIM Business School brand

- Brand reinforcement.
- Enhancement of the brand awareness of MIM Business School.
- Promotion of MIM Business School community ties and their members visibility.

How it works

Selection

- Selection at quarterly meetings.
- MIM Business School: identifying intellectual trends and area of interest of the business community.
- BookChef: Selection of the “hot” authors and books.

Promotion:

- Faculty writes recommendations on selected titles that are published on the back of books and uses cases in the courses.
- MIM Business School:
 - announces the release on the website;
 - holds book club meeting at its premises (studio);
 - invites speakers - the most charismatic Ukrainian business people or authors to participate in person or via ZOOM.
- BookChef encourages authors to participate, sometimes bring them to Ukraine, participate in each meeting.

Outcomes:

- Launch of MIM Business School internet shop.
- Establishment of the Business Club.

Success metrics:

- Part of marketing and promo activities.

Success factors:

- Native language translation.
- Matching expectations and international experience.

Facts and figures:

- Number of published titles: **15**.
- Number of titles in the pipeline for 2021: **2**.
- Average circulation: **3000 copies**.
- Number of regular book club meeting so far: **15**.
- Number of people participating in the average event: **45**.
- Number of people participating in Facing the Future: **800**.
- Number of authors appearances off-line and online: **8**.