

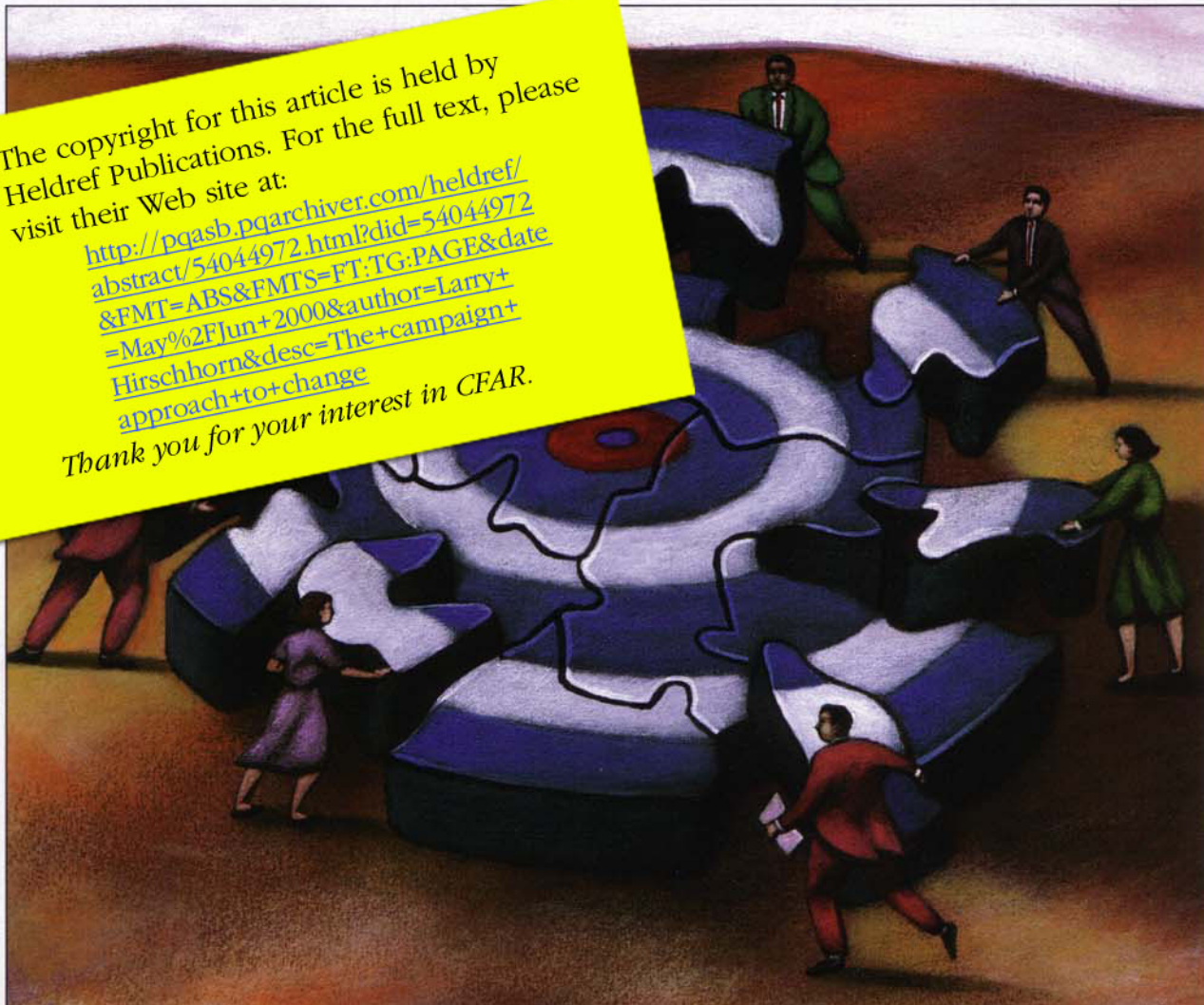
# Change

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## THE CAMPAIGN APPROACH TO CHANGE

*Targeting the University's Scarcest Resources*

BY LARRY HIRSCHHORN AND LINDA MAY

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