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## **London Business School and Lufthansa School of Business Win the EFMD Excellence in Practice Award 2009**

BRUSSELS, June 18 (AScribe Newswire) -- Now in its third year the EFMD Excellence in Practice Award attracts case studies on best practices of cooperation between companies and business schools / executive education centres. This year's competition attracted over 25 cases from 16 countries showcasing high quality programmes, devised to meet a specific strategic challenge within a company.

"It is so satisfying to be recognised for our partnership. Every aspect of our work with Lufthansa has been about mutual trust, communication, being pushed to always do that little bit more for the participants and the programme's design. Clearly this hard work has delivered great results, and I'm personally very proud -- as the Programme Director of the GMP -- that the EFMD acknowledges our achievements given the formidable competition we had in winning this award," said Allyson Stewart-Allen, Programme Director, Centre for Management Development, London Business School.

"In its role as a bridge between business education institutions and corporations, EFMD is delighted with the quality and quantity of submissions received from Europe and beyond" said Dr. Richard Straub, Director of Development at EFMD. "Over the last three years the Excellence in Practice Award has made its mark and is set to become a global flagship programme demonstrating best collaborative practices in the field of executive education. The diversity of international cases showed different approaches to resolve strategic challenges and EFMD is looking forward to developing and sharing the mutual learning experience with our members again in 2010," added Dr. Straub.

Dr. Michael Christ, Head of Corporate Executive Development and Lufthansa School of Business added, "We are proud to see that the strategic alignment of our Management Programmes and the fruitful partnership with London Business School is awarded with such an honourable prize. The continuous improvement of Lufthansa School of Business' Management Trainings is one of the keys that enables us to cope successfully with future challenges. This award is a solid international benchmark and shows that we are on track."

All 3 of the papers shortlisted for the final are available on the EFMD homepage via this link (<http://www.efmd.org/index.php/component/efmd/?cmsid=090507105449joom>) and they will also be published in the Emerald Journal Strategic Direction. (<http://info.emeraldinsight.com/products/journals/journals.htm?PHPSESSID=460gs60435gvgk27v7mg9967g0&id=sd>)

### **ABOUT EFMD**

EFMD is recognized globally as an accreditation body of quality in management education. With more than 700 member organizations from academia, business, public service and consultancy in 80 countries, EFMD provides a unique forum for information, research, networking and debate on innovation and best practice in management development .

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