Appendix

Figure 2.

The school context-based management (The MO multicultural comprehensive school)

				EXTERNAL CONTEXT
Vision	INTERNAL CU IDENT	Action/avtivities pedagogy curriculum	EMPHASIS SCIENCE MARKETING ACTIONS	parents Interest groups and history
ces, resources	AT ON	staff Market-oriented service orientation	pupils	Local school governance
values		School culture	-	characteristic / reputation / marketing position

Figure 3.

The school context-based management (Top-rated school)

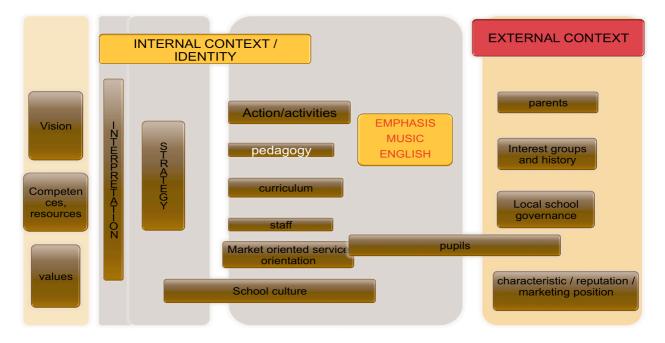


Figure 4.

The school context-based management (Unpopular suburban school)

	INTERNAL CONTEXT /			EXTERNAL CONTEXT
Vision Competen ces, resources	- NT STRATEGY	Action/activities pedagogy curriculum staff	PEDAGOGICAL INNOVATIONS Choice possibilities	parents Interest groups and history Local school governance
values		Market-oriented service orientation School culture	pupils	characteristic / reputation / marketing position