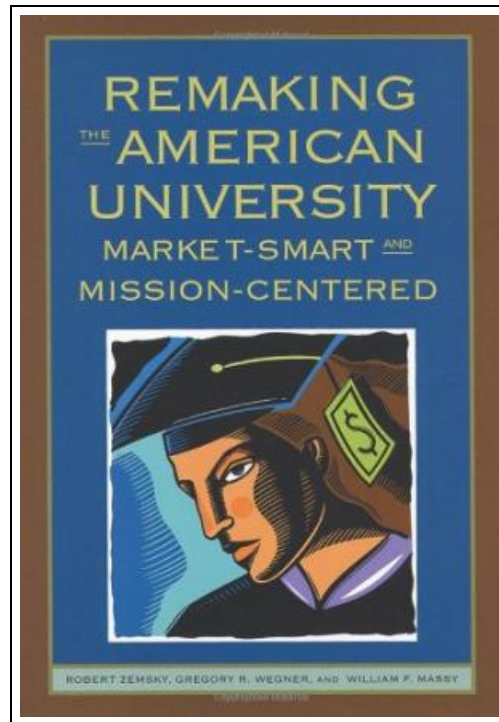


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Absolutely essential go through publication. It is filled with knowledge and wisdom Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Dr. Sierra Lowe Sr.)

REMAKING THE AMERICAN UNIVERSITY: MARKET-SMART AND MISSION-CENTERED (HARDBACK)



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Rutgers University Press, United States, 2005. Hardback. Book Condition: New. New.. 230 x 160 mm. Language: English . Brand New Book ***** Print on Demand *****.At one time, universities educated new generations and were a source of social change. Today, colleges and universities are less places of public purpose than agencies of personal advantage. Remaking the American University provides a penetrating analysis of the ways market forces have shaped and distorted the behaviors, purposes, and ultimately the missions of universities and colleges over the past half-century. The authors describe how a competitive preoccupation with published rankings and markets has spawned an admissions arms race that drains institutional resources and energies. Equally revealing are their depictions of the ways faculty distance themselves from their universities, resulting in an increase in the number of administrators that contributes substantially to institutional costs. Other chapters focus on the impact of intercollegiate athletics on the educational mission, even among selective institutions; on the unforeseen result of higher education's outsourcing of a substantial share of the scholarly publication function to for-profit interests; and on the consequences of today's overzealous investments in e-learning. These trends raise the central question: Can universities and colleges today still choose to be places of public purpose? In the answers they provide, both sobering and enlightening, the authors underscore a consistent and powerful lesson--academic institutions cannot ignore the workings of the markets. The challenge ahead is to learn how to better use those markets for the greater public good. Robert Zemsky is a longtime professor at the University of Pennsylvania where he currently serves as the chair of the Learning Alliance. He has served as Penn's chief planning officer, as master of Hill College House, as the founding director of the Institute for Research on Higher Education, and as...



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