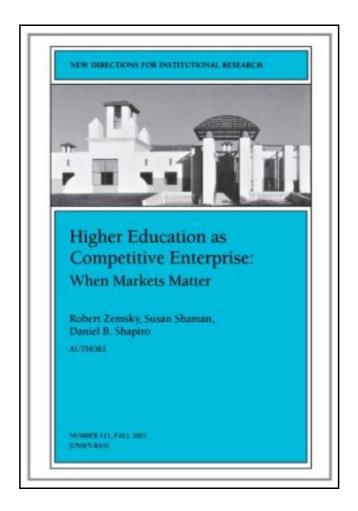
# Higher Education as Competetive Enterprise: When Markets Matter



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### Reviews

This is the finest book i have got go through right up until now. I have got read and i also am confident that i am going to planning to read once again yet again in the future. You will not truly feel monotony at at any time of the time (that's what catalogs are for about if you check with me). (Taylor Medhurst)

### HIGHER EDUCATION AS COMPETETIVE ENTERPRISE: WHEN MARKETS MATTER



John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Higher Education as Competetive Enterprise: When Markets Matter, Robert Zemsky, Susan Shaman, Daniel B. Shapiro, What makes some institutions medallions and others name brands, while still others serve a predominantly convenience/user-friendly clientele? This volume answers these questions by illustrating the way market forces transform higher education. Acknowledging that the drive for student-generated revenues has come to characterize U.S. higher education over the last quarter century, the contributors present the results of a twenty-year study at the University of Pennsylvania that explains which campuses compete with one another, at what prices, and with what kinds of outcomes for their graduates. They offer a comprehensive history of the development and implementation of Collegiate Results Instrument (CRI), a tool for mapping the connection between market forces and educational outcomes in higher education. Chapters detail the methods that CRI uses to help institutions to remain value centered by becoming market smart. Topics include the range of values, practices, and abilities that can be tracked through CRI; practical applications of two CRI administrations and their results; and what CRI can teach an institution about its signature in the marketplace. This is the 111th issue of the quarterly series "New Directions for Institutional Research".



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