

Higher Education



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Higher Education: Open for Business addresses a problem in higher learning, which is newly recognized in the academic spotlight: the overcommercialization of higher education. The book asks that you, the reader, think about the following: Did you go to a Coke or Pepsi school? Do your children attend a Nike or Adidas school? Is the college in your town a Dell or Gateway campus? These questions should not be a primary concern for students, parents or faculty in an environment that has to allow students to freely focus on learning. But in a time of fiscal uncertainty, can higher education ignore the benefits of commercial ventures? It may seem foolish to do so. However, commercialism has gotten too close to certain aspects of academia such as the campus environment, classroom activities, academic research, and college sports. This disturbing encroachment of academic ground is addressed in Higher Education: Open for Business by a diverse host of authors who are closely involved in higher learning.

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