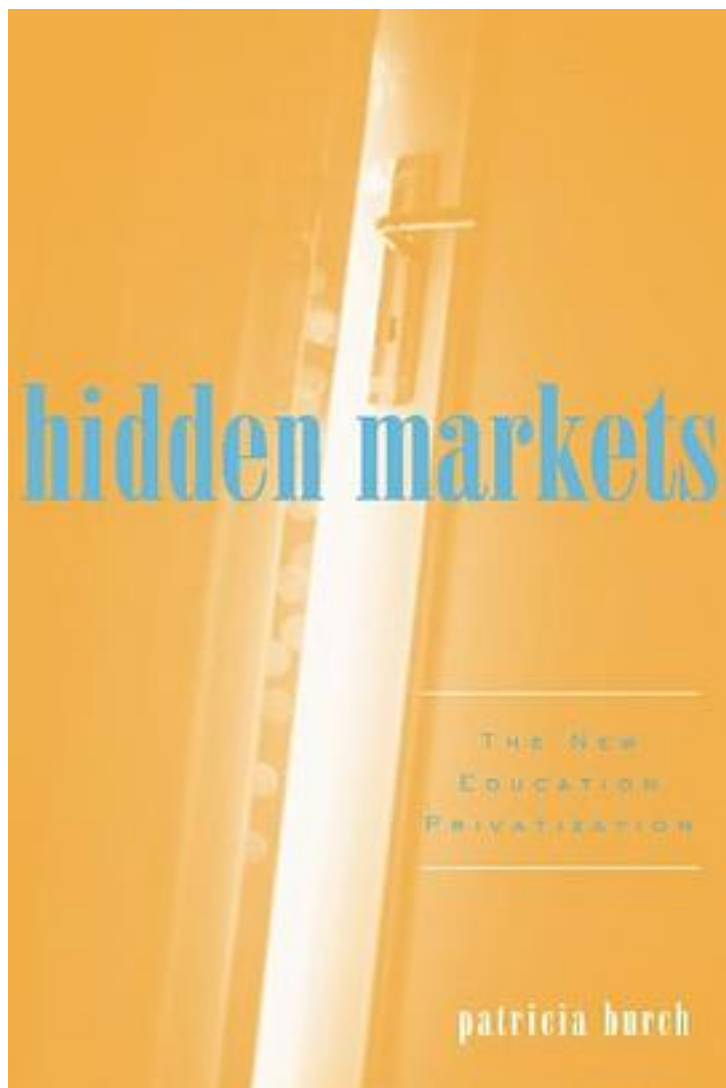


Hidden Markets



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Across the U.S., test publishers, software companies, and research firms are swarming to take advantage of the revenues made available by the No Child Left Behind Act. In effect, the education industry has assumed a central place in the day-to-day governance and administration of public schools - a trend that has gone largely unnoticed by policymakers or the press until now. Drawing on analytic tools, Hidden Markets examines specific domains that the education industry has had particular influence on - home schooling, remedial instruction, management consulting, test development, data management, and staff development. Burch's analysis demonstrates that only when we subject the education industry to systematic and in-depth critical analysis can we begin to demand more corporate accountability and organize to halt the slide of education funds into the market.

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