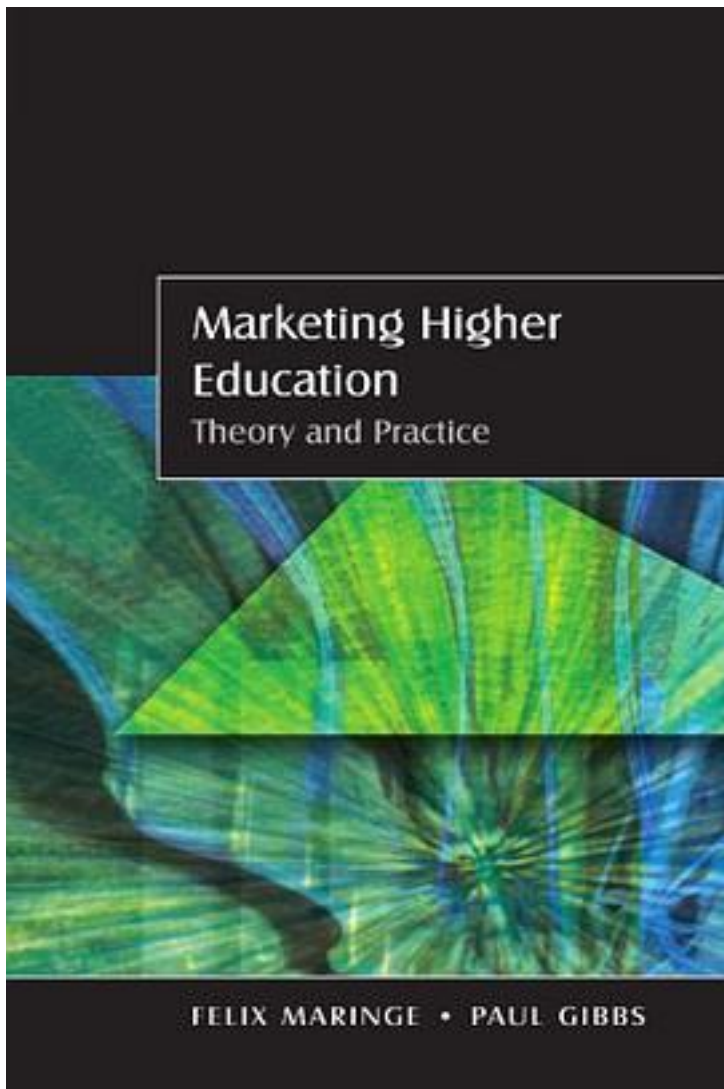


Marketing Higher Education



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How can Higher Education Institutions (HEIs) position themselves to be competitive in global market economies? How has widening participation affected the marketing of HEIs? What kind of students do employers want in the twenty-first century? The marketing of higher education has become a natural consequence of the market in which HEIs are created and function. The shift from government grant to fee income, the homogenization of institutions under the title, 'University', the rhetoric of diversification and the realization of competition for students based on reputation and brand (academic and otherwise) has driven institutions to embrace the market. This book is unique in considering these matters as well its attempt to examine the relationship between marketing and the education that is being marketed. These issues are global and touch on the very nature of the place of HEIs in society as well as how they need to position themselves to compete. The readership for this book includes those studying higher education management, as well as those interested in higher education policy issues, but it has something of interest for all those engaged in higher education today.

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