Shakespeare, Einstein, and the Bottom Line: The Marketing of Higher Education

What happens when the life of the mind meets the bottom line?

David Kirp "is devoid of wishful thinking and very acute about the dilemmas facing university presidents trying to run an enterprise that is invariably short of money."
—Alan Ryan, Times Literary Supplement


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DAVID KIRP
Professor of Public Policy at UC Berkeley's Goldman School of Public Policy
With a response by Provost Peter Lange

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