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Nota di contenuto	Part 1 Introduction: Role of International Marketing in Higher Education -- 1. Introduction Terry Wu and Vik Naidoo -- Part 2 Emerging Themes and Strategic Perspectives -- 2. The Relevance of Marketing Activities for Higher Education Institutions Luis Fernando Angulo-Ruiz, Albena Pergelova, and Juraj Cheben -- 3. Entry Modes as a Component of International Marketing Strategy: A Mixed-Method Analysis of Higher Education Services Vik Naidoo, Jerome Donovan, Trenton Milner, and Cheree Topple -- 4. Research or Applied Universities? An Exploratory Qualitative Study of Prospective Student's Selection of Universities with Different Brand Identities Rajat Roy and Vik Naidoo -- 5. University Websites Design in International Student Recruitment: Some Reflections Emmanuel Mogaji -- Part 3 Regional Case Studies -- 6. Brand Soul in Higher Education: A Case Study of a U.S. University GO program Robert Williams, Scott Manning, Susannah Morris and Jerrell Habegger -- 7. Developing Economy Universities Competing in a Global Market: Evidence from Thailand Scott Hipsher and Joe Bulmer.-8. Student Expectations and Experiences in Higher Education: a Comparison of State and Private Universities in Germany Stephen Platz and Dirk Holtbrügge -- 9. Going Global: Factors Influencing Norwegian Students' Intention to Study Abroad Richard Glavee-Geo and Åse

Mørkeset -- 10. Driving Forces of International Students When Choosing a Non-traditional Destination - Hungary Beatrix Lányi and Gyöngyi Pozsgai. .

Sommario/riassunto

This book examines both the theory and applications of marketing higher education in a global environment. Universities and colleges face new challenges in student recruitment and international competition. This book is designed to offer new insights into international marketing of higher education. With declining domestic enrollments and continuing funding cuts, many higher education institutions are exploring new ways to market and promote themselves to international students. Higher education institutions view international students not only as a source of revenue, but also as an integral part of an overall academic strategy. While international students face many destination choices, they normally choose universities and colleges in developed countries such as the US, Canada, UK, Australia, and New Zealand. The international marketing of higher education is of growing importance to universities and colleges today.
