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Nota di contenuto	Front Cover; Half-title; Title Page; Copyright Page; Dedication; Contents; List of Figures and Tables; Preface; Acknowledgements; Part 1: Theoretical underpinnings; Chapter 1: A broad overview of education marketing; Chapter 2: The commodification of marketing; Chapter 3: Marketing as pro-education; Chapter 4: 'The student as customer' perspective; Chapter 5: Formulating strategies for success; Part II: Putting marketing theory into practice; Chapter 6: Positioning the institution in the market; Chapter 7: The internationalization of higher education; Chapter 8: Fundraising Chapter 9: Pricing what is valuable and worthyChapter 10: Reputation management; Chapter 11: Enrolment management; Chapter 12: The role of marketing; Glossary; References; Index; Back Cover
Sommario/riassunto	The marketing of higher education has become a natural consequence of the market in which higher education institutions are created and function. This book examines marketing from both the market and educational perspectives and offers a view of its value and use within this dialectic relationship.

