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Nota di contenuto	1. Market Model of Education and the Threat to Academic Freedom -- 2. Marketing Professor Meets the Market -- 3. Taking on Big Pharma -- 4. Commercializing Research and Losing Autonomy -- 5. Going beyond the Market: Evaluating Teaching by Evaluating Learning -- 6. Value Program in Theory and Practice -- 7. People's Free University as an Alternative Model.
Sommario/riassunto	Selling Out demonstrates that the logics of value of the market and of universities are not only different but opposed to one another. By introducing the reader to a variety of cases, some well known and others not, Woodhouse explains how academic freedom and university autonomy are being subordinated to corporate demands and how faculty have attempted to resist this subjugation. He argues that the mechanistic discourse of corporate culture has replaced the language

of education - subject-based disciplines and the professors who teach them have become "resource units," students have become "educational consumers," and curricula have become "program packages." Graduates are now "products" and "competing in the global economy" has replaced the search for truth.
