



Breakpoint: The Changing Marketplace for Higher Education

By Jon McGee

Johns Hopkins University Press. Paperback. Book Condition: new. BRAND NEW, Breakpoint: The Changing Marketplace for Higher Education, Jon McGee, The challenges facing colleges and universities today are profound and complex. Fortunately, Jon McGee is an ideal guide through this dynamic marketplace. In Breakpoint, he argues that higher education is in the midst of an extraordinary moment of demographic, economic, and cultural transition that has significant implications for how colleges understand their mission, their market, and their management. Drawing from an extensive assessment of demographic and economic trends, McGee presents a broad and integrative picture of these changes while stressing the importance of decisive campus leadership. He describes the key forces that influence higher education and provides a framework from which trustees, presidents, administrators, faculty, and policy makers can address pressing issues in the aftermath of the Great Recession. Although McGee avoids endorsing one-size-fits-all solutions, he suggests a number of concrete strategies for handling prospective students and developing pedagogical practices, curricular content and delivery, and management structures. Practical and compelling, Breakpoint will help higher education leaders make choices that advance their institutional values and serve their students and the common good for generations to come.



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Reviews

I actually started looking over this publication. It really is rally interesting throgh studying period. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Dana Hintz**

Good electronic book and valuable one. It really is basic but unexpected situations in the 50 percent in the pdf. You wont really feel monotony at at any moment of your time (that's what catalogues are for concerning when you ask me).

-- **Elisa Reinger**