

# Everything for Sale? The Marketisation of UK Higher Education

20%  
Discount!\*

Roger Brown with Helen Carasso

Series: [Research into Higher Education](#)

The marketisation of higher education is a growing worldwide trend. Market steering is replacing or supplementing government steering. Market entry is being liberalised. Tuition fees are being introduced or increased, usually at the expense of state grants to institutions. Grants for student support are being replaced or supplemented by loans. Commercial rankings and league tables to guide student choice are proliferating. Institutions are devoting increasing resources to marketing, branding and customer service.

The UK is a particularly good case, not only because it may be the country where marketisation has proceeded furthest, but also because of the variations as Scotland, Wales and Northern Ireland increasingly diverge from England. There is therefore wide interest in what is happening in Britain but no recent and up to date major study that places developments here in a wider international perspective.

In *Everything for Sale*, Roger Brown argues that the new competitive regime was the logical, and possibly inevitable, outcome of a process that began with the introduction of full cost fees for overseas students in 1980. He shows how the evaluation and funding of research, the funding of student education, quality assurance, and the structure of the system have increasingly been organised on market or quasi-market lines. As well as helping to explain the evolution of British higher education over the past thirty years, the book contains some important messages about the consequences of introducing or extending market competition in universities' core activities of teaching and research.



## Selected Table of Contents:

1. Introduction
2. Markets and Non-Markets
3. The Institutional Pattern of Provision
4. The Funding of Research
5. The Funding of Student Education
6. Quality Assurance
7. The Impact of Marketisation: Efficiency, diversity and equity
8. The Impact of Marketisation: Quality
9. Lessons from Marketisation

\*Routledge is offering **20% off** all Routledge Education titles when ordered from our website. To order – visit: [www.routledge.com/](http://www.routledge.com/). Please quote **ACE2012** when ordering. **Offer ends 31/12/2012.**

# SRHE

**New in 2013!**

**February 2013 | 248pp**

PB: 978-0-415-80980-1: £26.99 | HB: 978-0-415-80979-5: £90.00

Visit our website for more information and online ordering:  
[www.routledge.com](http://www.routledge.com)

 **Routledge**  
Taylor & Francis Group