

## Bibliography

---

- Adams, William James, and Yellen, Janet L. (1976), "Commodity Bundling and the Burden of Monopoly," *Quarterly Journal of Economics*, **90**(3), 475–98.
- Akerlof, G. (1970), "The Market for Lemons: Quality Uncertainty and the Market Mechanism," *Quarterly Journal of Economics*, **89**, 488–500.
- Alchian, Armen A., and Demsetz, Harold (1972), "Production, Information Costs, and Economic Organization," *American Economic Review*, **62**, 777–95.
- Aprill, Ellen P. (2007), "What Critiques of Sarbanes–Oxley Can Teach about Regulation of Nonprofit Governance," *Fordham Law Review*, **76**, 765–94.
- Archibald, Robert B., and Feldman, David H. (2008), "Explaining Increases in Higher Education Costs," *Journal of Higher Education*, **79**(3).
- Babcock, Philip, and Marks, Mindy (2008), "Leisure College, USA," mimeo, University of California, Santa Barbara.
- Baber, William R., Daniel, Patricia L., and Roberts, Andrea A. (2002), "Compensation to Managers of Charitable Organizations: An Empirical Study of the Role of Accounting Measures of Program Activities," *Accounting Review*, **77**(3), July, 679–93.
- Baer, Justin D., Cook, Andrea L., and Baldi, Stephane (2006), *The Literacy of America's College Students*, Washington, DC: American Institutes for Research.
- Barbezat, Debra A. (2003), "From Here to Seniority: The Effect of Experience and Job Tenure on Faculty Salaries," *New Directions for Institutional Research*, **117**, 21–47.
- Barbezat, Debra A., and Hughes, James W. (2001), "The Effect of Job Mobility on Academic Salaries," *Contemporary Economic Policy*, **19**(4), 409–23.
- Barden, Dennis M. (2009), *The Chronicle of Higher Education*, **55**(29), March 27, A39–A41.
- Bauerlein, Mark (2009), "Professors on the Production Line, Students on their Own," AEI Future of American Education Project, working paper.
- Baumol, W.J. and Batey-Blackman, S.A. (1995), "How to Think about Rising College Costs," *Planning for Higher Education*, **23**(4), 1–7.

- Baumol, W.J., and Bowen, W.G. (1966), *Performing Arts: The Economic Dilemma*, New York: Twentieth Century Fund.
- Baumol, W.J., Panzar, John C., and Willig, Robert D. (1982), *Contestable Markets and the Theory of Industry Structure*, New York: Houghton Mifflin Harcourt.
- Becker, Gary S., and Stigler, George (1974), "Law Enforcement, Malfeasance, and Compensation of Enforcers," *Journal of Legal Studies*, 3, 1–18.
- Benton, Thomas H. (2003), "So You Want to Go to Graduate School?," *Chronicle of Higher Education*, June 6.
- Benton, Thomas H. (2009), "Graduate School in the Humanities: Just Don't Go," *Chronicle of Higher Education*, January 30.
- Benton, Thomas H. (2010), "The Big Lie about the 'Life of the Mind,'" *Chronicle of Higher Education*, February 8.
- Berube, Michael (1998), "Why Inefficiency Is Good for Universities," *Chronicle of Higher Education*, March 27, B4–B5.
- Biglaiser, Gary, and Ma, Ching-to Albert (2003), "Price and Quality Competition under Adverse Selection: Market Organization and Efficiency," *RAND Journal of Economics*, 34(2), 266–86.
- Boehner, Rep. John A., and McKeon, Rep. Howard P. (2003), *The College Cost Crisis*, Washington, DC: U.S. House Committee on Education and the Workforce.
- Bok, Derek (2003), *Universities in the Marketplace: The Commercialization of Higher Education*, Princeton, NJ: Princeton University Press.
- Bok, Derek (2006), *Our Underachieving Colleges: A Candid Look at How Much Students Learn and Why They Should Be Learning More*, Princeton, NJ: Princeton University Press.
- Bound, John, Lovenheim, Michael, and Turner, Sarah (2009), "Why Have College Completion Rates Declined? An Analysis of Changing Student Preparation and Collegiate Resources," NBER Working Paper 15566.
- Bowen, Howard R. (1980), *The Costs of Higher Education: How Much Do Colleges and Universities Spend per Student and How Much Should They Spend?*, Washington, DC: Jossey-Bass Publishers.
- Bowen, Stephen (2009), "Measuring Maine's Public Colleges: Non-Instructional Staffing and Cost-Per-Degree," February 5, Maine Heritage Policy Center.
- Bradley, Richard (2009), "Drew Gilpin Faust and the Incredible Shrinking Harvard," *Boston Magazine*, June.
- Breneman, David W. (2001), "An Essay on College Costs", in National Center for Education Statistics, *Study of College Costs and Prices, 1988–89 to 1997–98*, vol. 2: *Commissioned Papers*, Washington, DC: U.S. Department of Education.

- Brewer, Dominic J., Eide, Eric R., and Ehrenberg, Ronald G. (1999), "Does It Pay to Attend an Elite Private College?" *Journal of Human Resources*, **34**, 123.
- Brewer, Dominic J., Gates, Susan M., and Goldman, Charles A. (2002), *In Pursuit of Prestige: Strategy and Competition in U.S. Higher Education*, New Brunswick, NJ: Transaction Publishers.
- Brinkman, Paul T. (1990), "Higher Education Cost Functions," in Stephen A. Hoenack and Eileen L. Collins (eds.), *The Economics of American Universities*, Albany: State University of New York Press.
- Carbajo, José, de Meza, David, and Seidmann, Daniel J. (1990), "A Strategic Motivation for Commodity Bundling," *Journal of Industrial Economics*, **38**(3), 283–98.
- Chabotar, Kent John (2009), "The Mistakes to Avoid," *Inside Higher Ed*, June 5.
- Clotfelter, Charles T., Ehrenberg, Ronald G., Getz, Malcolm, and Siegfried, John J. (1991), *Economic Challenges in Higher Education*, Chicago: University of Chicago Press.
- Cohn, Elchanan, Rhine, Sherrie L.W., and Santos, Maria C. (1989), "Institutions of Higher Education as Multi-Product Firms: Economies of Scale and Scope," *Review of Economics and Statistics*, **71**, 283–90.
- College Board (2008), *Trends in Student Aid*, College Board, New York.
- College Board (2009), *Trends in Higher Education Series*.
- Commission on National Investment in Higher Education, Council for Aid to Education (1997), *Breaking the Social Contract: The Fiscal Crisis in Higher Education*, Santa Monica, CA: RAND.
- Cook, Phillip J., and Frank, Robert H. (1993), "The Growing Concentration of Top Students at Elite Institutions," in Charles Clotfelter and Michael Rothschild (eds.), *Studies of Supply and Demand in Higher Education*, Chicago: University of Chicago Press.
- Crawford, Elizabeth (2003), "Americans Give Higher Education High Marks in All Areas except Cost, Survey Finds," *Chronicle of Higher Education*, June 19.
- Dale, Stacy Berg, and Krueger, Alan B. (2002), "Estimating the Payoff to Attending a More Selective College: An Application of Selection on Observables and Unobservables," *Quarterly Journal of Economics*, **117**(4), 1491–527.
- Dansby, Robert E., and Conrad, Cecilia (1984), "Commodity Bundling," *American Economic Review*, **74**(2), Papers and Proceedings of the Ninety-Sixth Annual Meeting of the American Economic Association, 377–81.
- Deford, Frank (2005), "America's Modern Peculiar Institution," in Richard Hersch and John Merrow (eds.), *Declining By Degrees: Higher Education at Risk*, Palgrave Macmillan.

- De Navas-Wall, Carmen, Proctor, Bernadette D., and Smith, Jessica C. (2009), *Income, Poverty, and Health Insurance Coverage in the United States: 2008*, September, Washington, DC: U.S. Census Bureau.
- Diver, Colin (2005), "Is There Life after Rankings?," *Atlantic Monthly*, November, 136–9.
- Douthat, Ross (2005), "Does Meritocracy Work?," *Atlantic Monthly*, November.
- Easterbrook, Gregg (2004), "Who Needs Harvard?," *Atlantic Monthly*, October.
- Ehrenberg, Ronald G. (1989), "An Economic Analysis of the Market for Law School Graduates," *Journal of Legal Education*, **39**, 627–54.
- Ehrenberg, Ronald G., (2000), *Tuition Rising: Why College Costs So Much*, Cambridge, MA: Harvard University Press.
- Ehrenberg, Ronald G. (2002), "Studying Ourselves: The Academic Labor Market: Presidential Address to the Society of Labor Economists, Baltimore, May 3, 2002," *Journal of Labor Economics*, **21**(2), 267–87.
- Ehrenberg, Ronald G. (2004), "Prospects in the Academic Labor Market for Economists," *Journal of Economic Perspectives*, **18**(2), 227–38.
- Ehrenberg, Ronald G., Cheslock, John, and Epifantseva, Julia (2001), "Paying our Presidents: What Do Trustees Value?," *Review of Higher Education*, **25**, 15–37.
- Ellis, John (2010), "How the Campuses Helped Ruin California's Economy," *Minding the Campus*, March 11.
- Engell, James, and Dangerfield, Anthony (2005), *Saving Higher Education in the Age of Money*, Charlottesville: University of Virginia Press.
- Fallows, James (2005), "College Admissions: A Substitute for Quality?," in Richard Hersch and John Merrow (eds.), *Declining by Degrees: Higher Education at Risk*, New York: Palgrave Macmillan.
- Fang, Hanming, and Norman, Peter (2006), "To Bundle or Not to Bundle," *RAND Journal of Economics*, **37**(4), 946–63.
- Feldberg, Sarah (2009), "Let the Protests Begin: College Students and Teachers Rally against Budget Cuts," *Las Vegas Weekly Blogs*, January 23.
- Fizel, John, and Fort, Rodney (eds), (2004), *Economics of College Sports*, Westport, CT and London: Greenwood, Praeger.
- Fremont-Smith, Marion R. (2004), *Governing Nonprofit Organizations: Federal and State Law and Regulation*, Cambridge, MA: Belknap Press of Harvard University Press.
- Fried, Vance H. (2008), "Better-than-Ivy-Education: \$7,376 a year," *Inside Higher Ed*, Views.
- Frumkin, Peter, and Kim, Mark T. (2001), "Positioning and the Financing

- of Nonprofit Organizations: Is Efficiency Rewarded in the Contributions Marketplace?," *Public Administration Review*, **61**(3), May/June, 266–75.
- Furchtgott-Roth, Diana, Jacobson, Louis, and Mokher, Christine (2009), "Strengthening Community College's Influence on Economic Mobility," Economic Mobility Project.
- Gal-Or, Esther (1989), "Warranties as a Signal of Quality," *Canadian Journal of Economics*, **22**(1), 50–61.
- Gardner, Howard (2005), "Beyond Markets and Individuals: A Focus on Educational Goals," in Richard Hersch and John Merrow (eds.), *Declining by Degrees: Higher Education at Risk*, New York: Palgrave Macmillan.
- Getz, Malcolm, and Siegfried, John J. (1991), "Costs and Productivity in American Colleges and Universities," in Charles T. Clotfelter, Ronald G. Ehrenberg, Malcolm Getz, and John J. Siegfried, *Economic Challenges in Higher Education*, Chicago: University of Chicago Press.
- Getz, Malcolm, Siegfried, John J., and Anderson, Kathryn H. (1997), "Adoption of Innovations in Higher Education," *Quarterly Review of Economics and Finance*, **37**(3), 605–31.
- Gillen, Andrew (2009), *Financial Aid in Theory and Practice: Why It Is Ineffective and What Can Be Done about It*, April, Washington, DC: Center for College Affordability and Productivity.
- Grossman, Sanford J. (1981), "The Informational Role of Warranties and Private Disclosure about Product Quality," *Journal of Law and Economics*, **24**(3), 461–83.
- Hanson, Victor Davis, and Heath, John (2001), *Who Killed Homer? The Demise of Classical Education and the Recovery of Greek Wisdom*, New York: Encounter Books.
- Harris, Milton, and Holmstrom, Bengt (1982), "Theory of Wage Dynamics," *Review of Economic Studies*, **72**, 716–24.
- Hersh, Richard H., and Merrow, John (eds.) (2005), *Declining by Degrees: Higher Education at Risk*, New York: Palgrave Macmillan.
- Hoffman, E. (1997), "Labor Economics and Labor Markets," Industrial Relations Research Association, Proceedings of the 49th annual meeting, New Orleans, 347–52.
- Holbrook, Todd (2010), "More Healthcare Hubbub," April 15, Center for College Affordability and Productivity, Washington, DC.
- Holmstrom, Bengt (1999), "Managerial Incentive Problems: A Dynamic Perspective," *Review of Economic Studies*, **66**(1), 169–82.
- Holmstrom, Bengt, and Milgrom, P. (1991), "Multitask Principal-Agent Analyses: Incentive Contracts, Asset Ownership, and Job Design," *Journal of Law, Economics, and Organization*, **7**, 24–52.
- Hörner, Johannes (2002), "Reputation and Competition," *American Economic Review*, **92**(3), 644–63.

- Hoxby, Caroline M. (2004), "Productivity in Education: The Quintessential Upstream Industry," *Southern Economic Journal*, **71**(2), 209–31.
- Hoxby, Caroline M. (2009), "The Changing Selectivity of American Colleges," NBER working paper.
- Ikenberry, Stanley, and Hartle, Terry W. (2000), *Taking Stock: How Americans Judge Quality, Affordability, and Leadership at U.S. Colleges and Universities*, Washington, DC: American Council on Education.
- Immerwahr, John, and Johnson, Jean (2010), *Squeeze Play 2010: Continued Public Anxiety on Cost, Harsher Judgments on How Colleges Are Run*, San Jose, CA and New York: National Center for Public Policy and Higher Education and Public Agenda.
- Intercollegiate Studies Institute, American Civic Literacy Program (2010), "The Shaping of the American Mind: The Diverging Influences of the College Degree and Civic Learning on American Beliefs," [http://www.americancivilliteracy.org/report/pdf/02-10-10/civic\\_literacy\\_report\\_2010.pdf](http://www.americancivilliteracy.org/report/pdf/02-10-10/civic_literacy_report_2010.pdf).
- Iyigun, Murat F. (1999), "Public Education and Intergenerational Economic Mobility," *International Economic Review*, **40**(3), 697–710.
- James, Estelle (1990), "Decision Processes and Priorities in Higher Education," in Stephen A. Hoenack and Eileen L. Collins (eds.), *The Economics of American Universities*, Buffalo: State University of New York Press.
- Johnes, Geraint (1997), "Costs and Industrial Structure in Contemporary British Higher Education," *Economic Journal*, **107**, 727–37.
- Jovanovic, Boyan (1979), "Job Matching and the Theory of Turnover," *Journal of Political Economy*, **87**, 972–90.
- Kelly, Andrew P., and Aldeman, Chad (2010), *False Fronts? Behind Higher Education's Voluntary Accountability Systems*, March, Washington, DC: Education Sector and American Enterprise Institute.
- Kipp, Samuel M., Price, Derek V., and Wohlford, Jill K. (2002), *Unequal Opportunity: Disparities in College Access among the 50 States*, Indianapolis, IN: Lumina Foundation.
- Kirp, David L. (2003), *Shakespeare, Einstein, and the Bottom Line: The Marketing of Higher Education*, Cambridge, MA: Harvard University Press.
- Kirp, David L. (2005), "This Little Student Went to Market," in Richard H. Hersh and John Merrow (eds.), *Declining by Degrees: Higher Education at Risk*, New York: Palgrave Macmillan.
- Kirp, David L., and Berman, Elizabeth Popp (2003), "A Good Deal of Collaboration: The University of California, Berkeley," in David L. Kirp (ed.), *Shakespeare, Einstein, and the Bottom Line: The Marketing of Higher Education*, Cambridge, MA: Harvard University Press.

- Klein, B., and Leffler, K.B. (1981), "The Role of Market Forces in Assuring Contractual Performance," *Journal of Political Economy*, **89**, 615–41.
- Koshal, R.K., and Koshal, M. (1995), "Quality and Economies of Scale in Higher Education," *Applied Economics*, **27**(8), 773–8.
- Koshal, R.K., and Koshal, M. (2000), "Do Liberal Arts Colleges Exhibit Economies of Scale and Scope?," *Education Economics*, **8**(3), 209–20.
- Kuh, George (1999), "How Are We Doing? Tracking the Quality of the Undergraduate Experience, 1960s to the Present," *Review of Higher Education*, **22**, 99–119.
- Larson, Erik (2001), "Why College Costs Too Much," *Time*, June 24.
- Lazear, Edward P. (1981), "Agency Earnings Profiles, Productivity and Hours Restrictions," *American Economic Review*, **41**, 606–20.
- Lazear, Edward P. (1986), "Raids and Offer Matching," *Research in Labor Economics*, **8**(Part A), 141–65.
- Lederman, Doug (2009), "Rankings Rancor at Clemson," *Inside Higher Ed*, June 4.
- Levitt, Stephen D., and Dubner, Stephen J. (2009), *SuperFreakonomics: Global Cooling, Patriotic Prostitutes, and Why Suicide Bombers Should Buy Life Insurance*, New York: William Morrow.
- Lewis, Harry R. (2006), *Excellence without a Soul: Does Liberal Education Have a Future?*, New York: PublicAffairs.
- Liebeskind, Julia, and Rumelt, Richard P. (1989), "Markets for Experience Goods with Performance Uncertainty," *RAND Journal of Economics*, **20**(4), 601–21.
- Light, Audrey, and Strayer, Wayne (2000), "Determinants of College Completion: School Quality or Student Ability?," *Journal of Human Resources*, **35**(2), 299–332.
- Lutz, Nancy A. (1989), "Warranties as Signals under Consumer Moral Hazard," *RAND Journal of Economics*, **20**(2), 239–55.
- MacLeod, W. Bentley, and Urquiola, Miguel (2009), "Anti-Lemons: School Reputation and Educational Quality," Working Paper 15112, National Bureau of Economic Research.
- Maeroff, Gene I. (2005), "The Media: Degrees of Coverage," in Richard Hersch and John Merrow (eds.), *Declining by Degrees: Higher Education at Risk*, New York: Palgrave Macmillan.
- Malanga, Steve (2010), 'You Don't Have To Be a Professor,' *Minding the Campus: Reforming Our Universities*, February 11.
- Marsh, Herbert W., and Hattie, John (2002), "The Relation between Research Productivity and Teaching Effectiveness: Complementary, Antagonistic, or Independent Constructs?," *Journal of Higher Education*, **73**(5), 603–41.

- Martin, Robert E. (1986), "On Judging Quality by Price: Price Dependent Expectations, Not Price Dependent Preferences," *Southern Economic Journal*, **52**(3), 665–72.
- Martin, Robert E. (2005), *Cost Control, College Access, and Competition in Higher Education*, Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing.
- Martin, Robert E. (2009), 'The Revenue-to-Cost Spiral in Higher Education,' Pope Center Series on Higher Education, July, John William Pope Center for Higher Education Studies, Raleigh, NC.
- Mas-Colell, Andreu, Whinston, Michael D., and Green, Jerry G. (1995), *Microeconomic Theory*, New York: Oxford University Press.
- Massy, William F. (2003), *Honoring the Trust: Quality and Cost Containment in Higher Education*, Boston, MA: Anker Publishing Company.
- Massy, William F., and Zemsky, Robert M. (1994), "Faculty Discretionary Time: Departments and the Academic Ratchet," *Journal of Higher Education*, **65**, 1–22.
- McCormick, Robert E., and Tinsley, Maurice (1987), "Athletics versus Academics? Evidence from SAT Scores," *Journal of Political Economy*, **95**(5), 1103–16.
- Mehta, Shailendra Raj (2000), "Quality of Education, Productivity Changes, and Income Distribution," *Journal of Labor Economics*, **18**(2), 252–81.
- Mincer, Jacob (1974), *Schooling, Experience, and Earnings*, New York: Columbia University Press.
- Moore, William J., Newman, Robert J., and Turnbull, Geoffrey K. (1998), "Do Academic Salaries Decline with Seniority?," *Journal of Labor Economics*, **16**(2), 352–66.
- Nalebuff, Barry (2004), "Bundling as an Entry Barrier," *Quarterly Journal of Economics*, **119**, 159–87.
- National Center for Education Statistics (NCES) (2006), *National Assessment of Adult Literacy*, Washington, DC: NCES.
- National Center for Education Statistics (2008), *Digest of Education Statistics*, Washington, DC: NCES.
- National Center for Education Statistics (2009), *University Hiring in 2009*, Washington, DC: NCES.
- National Center for Public Policy and Higher Education (NCPPE) (2002), *Losing Ground: A National Status Report on the Affordability of American Higher Education*, San Jose, CA: NCPPE.
- National Center for Public Policy and Higher Education (2008), *Measuring Up 2008: The National Report Card on Higher Education*, San Jose, CA: NCPPE.
- National Commission on the Cost of Higher Education (1998), *Straight*



- Talk about College Costs and Prices*, Report of the National Commission on the Cost of Higher Education, Phoenix, AZ: Oryx Press.
- Nelson, Phillip (1970), "Information and Consumer Behavior," *Journal of Political Economy*, **78**, 311–29.
- O'Brien, Darcy (1979), "A Generation of 'Lost' Scholars," *New York Times*, March 18.
- Oi, Walter (1962), "Labor as a Quasi-Fixed Factor," *Journal of Political Economy*, **70**, December, 538–55.
- O'Keefe, Bryan, and Vedder, Richard (2008), *Griggs v. Duke Power: Implications for College Credentialing*, Washington, DC and Raleigh, NC: Center for College Affordability and Productivity, and John William Pope Center for Higher Education Policy.
- Oyer, Paul (2006), "Initial Labor Market Conditions and Long-Term Outcomes for Economists," *Journal of Economic Perspectives*, **20**(3), 143–60.
- Ransom, Michael R. (1993), "Seniority and Monopsony in the Academic Labor Market," *American Economic Review*, **83**(1), 221–33.
- Robertson, J., and Bond, C.H. (2001), "Experiences of the Relation between Teaching and Research: What Do Academics Value?," *Higher Education Research and Development*, **20**(1), 5–19.
- Rojstaczer, Stuart, and Healy, Christopher (2009), "Grade Inflation in American Colleges and Universities," GradeInflation.com.
- Rolnick, Arthur J., and Weber, Warren E. (1986), "Gresham's Law or Gresham's Fallacy?," *Journal of Political Economy*, **94**(1), 185–99.
- Rothschild, Michael, and White, Lawrence J. (1995), "The Analytics of Pricing in Higher Education and Other Services in which Customers Are Inputs," *Journal of Political Economy*, **103**, 573–86.
- Roy, A.D. (1951), "Some Thoughts on the Distribution of Earnings," *Oxford Economic Papers*, **3**, 235–46.
- Salop, Joanne, and Salop, Steven (1976), "Self Selection and Turnover in the Labor Market," *Quarterly Journal of Economics*, **90**, November, 619–27.
- Schmalensee, Richard (1982), "Commodity Bundling by Single-Product Monopolies," *Journal of Law and Economics*, **25**(1), 67–71.
- Schwartz, Steven (2004), "How to Tame Grade Inflation," *Guardian*, October 21.
- Shapiro, Carl (1983), "Premiums for High Quality Products as Returns to Reputations," *Quarterly Journal of Economics*, **98**(4), 659–79.
- Sorokina, Olga V. (2003), "Executive Compensation: The Case of Liberal Arts College Presidents," *Issues in Political Economy*, **12**, 1–16.
- Spence, Michael (1977), "Consumer Misperception, Product Failure and Producer Liability," *Review of Economic Studies*, **44**, 561–72.

- Sperber, Murray (2001), *Beer and Circus: How Big-Time College Sports Is Crippling Undergraduate Education*, New York: Henry Holt & Company.
- Sperber, Murray (2005), "How Undergraduate Education Became College Lite – and a Personal Apology," in Richard H. Hersh and John Merrow (eds.), *Declining by Degrees: Higher Education at Risk*, New York: Palgrave Macmillan.
- Stecklow, Steve (1995), "Cheat Sheets: Colleges Inflate SATs and Graduation Rates in Popular Guidebook," *Wall Street Journal*, April 5, A1.
- Stigler, George J. (1967), "Imperfections in the Capital Market," *Journal of Political Economy*, **75**(3), 287–92.
- Tavares, Stephanie (2009), "UNLV President Garners Praise, Catches a Break," *Las Vegas Sun*, July 8.
- Tracy, Joseph, and Waldfogel, Joel (1997), "The Best Business Schools: A Market-Based Approach," *Journal of Business*, **70**(1), 1–31.
- Triplett, Jack E., and Bosworth, Barry P. (2003), "Productivity Measurement Issues in Service Industries: 'Baumol's Disease' has been Cured," *FRBNY Economic Policy Review*, **9**(3), 23–33.
- Tuchman, Gaye (2009), *Wannabe U: Inside the Corporate University*, Chicago: University of Chicago Press.
- Turner, Sarah E. (2004), "Going to College and Finishing College: Explaining Different Educational Outcomes," in Caroline M. Hoxby (ed.), *College Choices: The Economics of Where to Go, When to Go, and How to Pay for It*, Chicago: University of Chicago Press.
- Varian, Hal R. (2006), *Intermediate Microeconomics*, 7th edn., New York: W.W. Norton & Company.
- Vedder, Richard (2010), "Students Be Damned," January 14, Center for College Affordability and Productivity, Washington DC.
- Von Hoffman, Nicholas (2006), "College Presidents High on the Hog," *Nation*, October 31.
- Wadsworth, Deborah (2005), "Ready or Not? Where the Public Stands on Higher Education Reform," in Richard Hersh and John Merrow (eds.), *Declining by Degrees: Higher Education at Risk*, New York: Palgrave Macmillan.
- Wang, Penelope (2008), "Is College Still Worth the Price?," *Money*, September, 87–94.
- Washburn, Jennifer (2005), *University Inc.: The Corporate Corruption of Higher Education*, New York: Basic Books.
- Waugh, William L. (2003), "Issues in University Governance: More 'Professional' and Less Academic," *Annals of the American Academy of Political and Social Science*, **585**, January, 84–96.

- Weisbrod, Burton A. (ed.) (1998), *To Profit or Not to Profit: The Commercial Transformation of the Nonprofit Sector*, Cambridge: Cambridge University Press.
- Winston, Gordon (1999), "Subsidies, Hierarchy, and Peers: The Awkward Economics of Higher Education," *Journal of Economic Perspectives*, **13**, 13–36.
- Wolfe, Tom (2004), *I Am Charlotte Simmons*, Toronto: HarperCollins Publishers, Ltd.
- Wolinsky, Asher (1983), "Prices as Signals of Product Quality," *Review of Economic Studies*, **50**(4), 647–58.
- Zemsky, Robert M. (1989), *Structure and Coherence: Measuring the Undergraduate Curriculum*, Washington, DC: American Association of Colleges.
- Zemsky, Robert M. (2007), "The Rise and Fall of the Spellings Commission," *Chronicle of Higher Education*, **53**(21), January, B6.
- Zemsky, Robert M. (2009), *Making Reform Work: The Case for Transforming American Higher Education*, New Brunswick, NJ: Rutgers University Press.