

The Great Writings in Marketing

Howard A. Thompson



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institutions reimagined the world instead as a single global market and higher education as a commodity to be bought and sold By the 1990s American universities embraced this language of globalization and globalization eventually became the organizing logic of higher education In Making the World Global Isaac A Kamola examines how the relationships among universities the American state philanthropic organizations and international financial institutions created the conditions that made it possible to imagine the world as global Examining the Center for International Studies Harvard Business School the World Bank the Social Science Research Council and NYU Kamola demonstrates that how we imagine the world is always symptomatic of the material relations within which knowledge is produced **Harvard Business School Core Collection**

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