EDUCATION
2020

TABLE OF CONTENTS

New Models  2
Leadership  4
The Business of Education  6
Faculty  7
Student Success  9
Equity and Inclusion  10
**NEW MODELS**

<table>
<thead>
<tr>
<th>Title</th>
<th>Subtitle</th>
<th>Author(s)</th>
<th>Description</th>
<th>Publication Year</th>
<th>Pages</th>
<th>Graphs</th>
<th>ISBN (HC)</th>
<th>ISBN (EB)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Fifth Wave</td>
<td>The Evolution of American Higher Education</td>
<td>Michael M. Crow and William B. Dabars</td>
<td>Out of the crises of American higher education emerges a new class of large-scale public universities designed to accelerate social change through broad access to world-class knowledge production and cutting-edge technological innovation.</td>
<td>2020</td>
<td>480</td>
<td>16</td>
<td>978-1-4214-3802-3</td>
<td>$34.95 hc/eb</td>
<td></td>
</tr>
<tr>
<td>The Empowered University</td>
<td>Shared Leadership, Culture Change, and Academic Success</td>
<td>Freeman A. Hrabowski III with Philip J. Rous and Peter H. Henderson</td>
<td>“In fifty years, people will still be talking about Freeman Hrabowski’s influence on American higher education. <em>The Empowered University</em> is a must-read for all who believe in the power of education.” —Daniel Porterfield, President/CEO, The Aspen Institute</td>
<td>2019</td>
<td>320</td>
<td></td>
<td>978-1-4214-3291-5</td>
<td>$34.95 hc/eb</td>
<td></td>
</tr>
<tr>
<td>What’s the Point of College?</td>
<td>Seeking Purpose in an Age of Reform</td>
<td>Johann N. Neem</td>
<td>Before we can improve college education, we need to know what it’s for.</td>
<td>2019</td>
<td>232</td>
<td></td>
<td>978-1-4214-2988-5</td>
<td>$22.95 hc/eb</td>
<td></td>
</tr>
<tr>
<td>College Made Whole</td>
<td>Integrative Learning for a Divided World</td>
<td>Chris W. Gallagher</td>
<td>How can universities shape creative, adaptive, integrated learners ready to confront the world? This book’s clear-eyed optimism is a challenge to everyone in higher education.</td>
<td>2019</td>
<td>240</td>
<td></td>
<td>978-1-4214-3262-5</td>
<td>$29.95 hc/eb</td>
<td></td>
</tr>
<tr>
<td>Academia Next</td>
<td>The Futures of Higher Education</td>
<td>Bryan Alexander</td>
<td>How will current trends transform American higher education over the course of the next twenty years?</td>
<td>2019</td>
<td>352</td>
<td>8</td>
<td>978-1-4214-3642-5</td>
<td>$39.95 hc/eb</td>
<td></td>
</tr>
</tbody>
</table>
Generous Thinking
A Radical Approach to Saving the University
Kathleen Fitzpatrick
How do we solve the social and political crisis in America? The university may be the answer.
2018 280 pp. 978-1-4214-2946-5 $29.95 hc/eb

The Future of Academic Freedom
Henry Reichman
foreword by Joan Wallach Scott
Few issues are as hotly debated or misunderstood as academic freedom. Reichman’s book sheds light on and brings clarity to those debates.
2019 376 pp. 978-1-4214-2858-1 $29.95 hc/eb

Alternative Universities
Speculative Design for Innovation in Higher Education
David J. Staley
Imagining the universities of the future.
2019 280 pp., 10 b&w illus. 978-1-4214-2741-6 $34.95 hc/eb

Land-Grant Universities for the Future
Higher Education for the Public Good
Stephen M. Gavazzi and E. Gordon Gee
foreword by C. Peter Magrath
Land-grant colleges and universities have a storied past. This book looks at their future.
2018 216 pp. 978-1-4214-2685-3 $34.95 hc/eb

Designing the New American University
Michael M. Crow and William B. Dabars
A radical blueprint for reinventing American higher education.
2015 360 pp., 18 line drawings 978-1-4214-2702-7 $24.95 pb/eb

The Great Mistake
How We Wrecked Public Universities and How We Can Fix Them
Christopher Newfield
A remarkable indictment of how misguided business policies have undermined the American higher education system.
Winner, CHOICE Outstanding Academic Title
2016 448 pp., 2 half tones, 33 charts 978-1-4214-2703-4 $29.95 pb/eb
<table>
<thead>
<tr>
<th>Title</th>
<th>Author/Editor</th>
<th>Description</th>
<th>Year</th>
<th>Pages</th>
<th>Graphs</th>
<th>ISBN (HC)</th>
<th>ISBN (EB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The College Stress Test</td>
<td>Robert Zemsky, Susan Shaman, and Susan Campbell Baldridge</td>
<td>Provides an insightful analysis of the market stresses that threaten the viability of some of America's colleges and universities while delivering a powerful predictive tool to measure an institution's risk of closure.</td>
<td>2020</td>
<td>184 pp.</td>
<td>46 graphs</td>
<td>978-1-4214-3703-3</td>
<td>$39.95</td>
</tr>
<tr>
<td>Leading Colleges and Universities</td>
<td>edited by Stephen Joel Trachtenberg, Gerald B. Kauvar, and E. Gordon Gee</td>
<td>How experienced college and university leaders guide successful institutions—and why they sometimes lose their way.</td>
<td>2018</td>
<td>328 pp.</td>
<td>1 halftone, 1 map, 3 graphs</td>
<td>978-1-4214-2492-7</td>
<td>$34.95</td>
</tr>
<tr>
<td>Resource Management for Colleges and Universities</td>
<td>William F. Massy</td>
<td>How comprehensive activity-based models can help university leaders and faculty reshape their institutions through better resource management.</td>
<td>2020</td>
<td>304 pp., 25 charts</td>
<td></td>
<td>978-1-4214-3785-9</td>
<td>$44.95</td>
</tr>
<tr>
<td>The New American College Town</td>
<td>James Martin, James E. Samels &amp; Associates</td>
<td>A new perspective on the relationships among colleges, universities, and the communities with which they are now partnering.</td>
<td>2019</td>
<td>328 pp., 21 b&amp;w photos</td>
<td></td>
<td>978-1-4214-3278-6</td>
<td>$44.95</td>
</tr>
<tr>
<td>Higher Education Accountability</td>
<td>Robert Kelchen</td>
<td>The first comprehensive overview charting the accountability of higher education.</td>
<td>2018</td>
<td>272 pp., 5 graphs</td>
<td></td>
<td>978-1-4214-2473-6</td>
<td>$39.95</td>
</tr>
<tr>
<td>Accreditation on the Edge</td>
<td>edited by Susan D. Phillips and Kevin Kinser</td>
<td>A behind-the-scenes look at how college and university accreditation affects your education—and the value of your degree.</td>
<td>2018</td>
<td>296 pp., 8 graphs</td>
<td></td>
<td>978-1-4214-2544-3</td>
<td>$44.95</td>
</tr>
<tr>
<td>Demographics and the Demand for Higher Education</td>
<td>Nathan D. Grawe</td>
<td>“Both terrifying and worth reading if you work in, or care about, higher education. I actually gasped several times, which isn’t my usual response to monographs about demographics.”—Inside Higher Ed</td>
<td>2017</td>
<td>192 pp., 16 maps, 20 graphs</td>
<td></td>
<td>978-1-4214-2413-2</td>
<td>$39.95</td>
</tr>
</tbody>
</table>
**An Insider’s Guide to University Administration**  
Daniel Grassian  
It’s not the “dark side” if you approach it with insight, wit, and compassion.  
2020 280 pp.  
978-1-4214-3707-1 $27.95 pb/eb

**How University Budgets Work**  
Dean O. Smith  
An accessible handbook for anyone who needs to understand a university budget—perfect for the non-finance higher ed professional.  
2019 200 pp., 2 graphs  
978-1-4214-3276-2 $27.95 pb/eb

**How Boards Lead Small Colleges**  
Alice Lee Williams Brown with Elizabeth Richmond Hayford  
A college is only as strong as its board of trustees.  
978-1-4214-2862-8 $27.95 pb/eb

**How to Be a Dean**  
George Justice  
The essential guide to the hardest job in higher ed.  
978-1-4214-2878-9 $27.95 pb/eb

**Investigating College Student Misconduct**  
Oren R. Griffin  
A clear and cogent guide to how colleges and universities can investigate student misconduct.  
2018 224 pp., 4 charts  
978-1-4214-2637-2 $27.95 pb/eb

**How to Run a College**  
A Practical Guide for Trustees, Faculty, Administrators, and Policymakers  
Brian C. Mitchell and W. Joseph King  
How can colleges stay relevant in the twenty-first century?  
2018 216 pp., 4 graphs  
978-1-4214-2494-1 $27.95 pb/eb

**How University Boards Work**  
A Guide for Trustees, Officers, and Leaders in Higher Education  
Robert A. Scott  
An expert guide designed to help university trustees become effective leaders.  
2018 224 pp.  
978-1-4214-2477-4 $27.95 pb/eb

**How Universities Work**  
John V. Lombardi  
The single best description of the inside workings of contemporary universities.  
2013 240 pp.  
978-1-4214-1122-4 $27.95 pb/eb
University Technology Transfer
What It Is and How to Do It
Tom Hockaday
Demystifying technology transfer—an increasingly important but little-understood aspect of research universities’ mission.
2020 272 pp., 21 graphs
978-1-4214-3705-7 $49.95 hc/eb

Learning Innovation and the Future of Higher Education
Joshua Kim and Edward Maloney
Giving higher education professionals the language and tools they need to seize new opportunities in digital learning.
Tech.edu: A Hopkins Series on Education and Technology
2020 232 pp., 3 charts
978-1-4214-3663-0 $39.95 hc/eb

Academic Fault Lines
The Rise of Industry Logic in Public Higher Education
Patricia J. Gumport
How did public higher education become an industry? This unprecedented account reveals how campus leaders and faculty preserved the vitality and core values of public higher education despite changing resources and expectations.
2019 544 pp., 2 b&w illus.
978-1-4214-2972-4 $59.95 hc/eb

Strategic Mergers in Higher Education
Ricardo Azziz, Guilbert C. Hentschke, Lloyd A. Jacobs, and Bonita C. Jacobs
How proactive mergers can stabilize and enhance colleges and universities—and ensure their future.
2019 304 pp., 1 b&w illus., 13 graphs
978-1-4214-3260-1 $59.95 hc/eb

University Finances
Accounting and Budgeting Principles for Higher Education
Dean O. Smith
An essential and comprehensive guide to university finances.
2019 424 pp., 20 line drawings
978-1-4214-2725-6 $59.95 hc/eb

The Market Imperative
Segmentation and Change in Higher Education
Robert Zemsky and Susan Shaman
Thinking about American higher education as an economic market changes everything.
Reforming Higher Education: Innovation and the Public Good
Series Editors: William G. Tierney and Laura W. Perna
2017 152 pp., 20 graphs
978-1-4214-2411-8 $29.95 hc/eb
Good Work If You Can Get It
How to Succeed in Academia
Jason Brennan
What does it really take to succeed in academia?
2020 192 pp., 7 line drawings
978-1-4214-3796-5  $24.95 hc/eb

The Gig Academy
Mapping Labor in the Neoliberal University
Adrianna Kezar, Tom DePaola, and Daniel T. Scott
Why the Gig Academy is the dominant organizational form within the higher education economy—and its troubling implications for faculty, students, and the future of college education.
2019 264 pp., 2 charts
978-1-4214-3270-0  $32.95 hc/eb

Convergent Teaching
Tools to Spark Deeper Learning in College
Aaron M. Pallas and Anna Neumann
How what we know about K–12 education can revolutionize learning in college.
978-1-4214-3293-9  $29.95 hc/eb

Teaching Public Health
edited by Lisa M. Sullivan and Sandro Galea
A comprehensive collection of best practices in public health education.
2019 352 pp., 10 line drawings
978-1-4214-2980-9  $49.95 hc/eb

Becoming an Academic
How to Get through Grad School and Beyond
Inger Mewburn
Your survival guide for graduate school.
978-1-4214-2880-2  $19.95 pb/eb

Professorial Pathways
Academic Careers in a Global Perspective
edited by Martin J. Finkelstein and Glen A. Jones
What makes a professor? The answer depends on where in the world you are.
2019 312 pp., 8 graphs
978-1-4214-2873-4  $39.95 hc/eb
The Faculty Factor
Reassessing the American Academy in a Turbulent Era
Martin J. Finkelstein, Valerie Martin Conley, and Jack H. Schuster
“A tour de force. This exhaustive, extremely well-written compendium on how the ‘condition’ of the faculty has transformed in recent decades is truly a magnum opus.”—Cathy A. Trower, author of Success on the Tenure Track: Five Keys to Faculty Job Satisfaction
2016 584 pp., 72 line drawings
978-1-4214-2092-9 $50.00 hc/eb

Teaching Teachers
Changing Paths and Enduring Debates
Lauren Lefty and James W. Fraser
foreword by Arthur Levine
Teacher education in America has changed dramatically in the past thirty years—with major implications for how our kids are taught.
2018 248 pp., 3 halftones
978-1-4214-2635-8 $39.95 hc/eb

Professors in the Gig Economy
Unionizing Adjunct Faculty in America
edited by Kim Tolley
The Uber-ization of the classroom and what it means for faculty.
2018 240 pp., 5 charts
978-1-4214-2533-7 $34.95 pb/eb

Taking It to the Streets
The Role of Scholarship in Advocacy and Advocacy in Scholarship
edited by Laura W. Perna
As scholars become more public, what responsibility do they have to advocate for policies that will advance equity, inclusiveness, and social change?
978-1-4214-2546-7 $27.95 pb/eb

American Higher Education in the Twenty-First Century
Social, Political, and Economic Challenges
fourth edition
edited by Michael N. Bastedo, Philip G. Altbach, and Patricia J. Gumport
An indispensable reference that everyone concerned with the future of American colleges and universities should acquire.
2016 576 pp., 12 graphs
978-1-4214-1990-9 $32.95 pb/eb
The Truth about College Admission
A Family Guide to Getting In and Staying Together
Brennan Barnard and Rick Clark
“A MUST-read for students applying to college and their parents!”—Nancy Beane, Past President, National Association for College Admission Counseling
1 b&w photo, 2 b&w illus., 2 charts
$19.95 pb/eb

Admit One
Writing Your Way into the Best Colleges
Thomas Richards
How to craft a dynamic personal essay that will get your college application noticed.
2019 208 pp.
$18.95 pb/eb

Delivering Effective College Mental Health Services
Lee Keyes
An essential guide to organizing and offering mental health services on campus.
2019 208 pp., 4 charts
$37.95 hc/eb

Sending Your Millennial to College
A Parent’s Guide to Supporting College Success
John Bader
Send your child to college with all the tools they need to succeed.
$17.95 pb/eb

Dear Parents
A Field Guide for College Preparation
Jon McGee
foreword by Chris Farrell
Few moments in parenting are as fraught as preparing your kid for college. Let a trusted pro show you how it’s done.
2018 176 pp.
$19.95 pb/eb

Common Core
National Education Standards and the Threat to Democracy
Nicholas Tampio
“Nicholas Tampio offers a concise and readable anatomy of the Common Core movement as well as a case against national standards generally.”—Wall Street Journal
1 halftone, 3 line drawings
$24.95 hc/eb

Measuring Success
Testing, Grades, and the Future of College Admissions
edited by Jack Buckley, Lynn Letukas, and Ben Wildavsky
Standardized tests have become the gateway to higher education . . . but should they be?
2017 344 pp., 49 graphs
$49.95 hc/eb
The New Student Activists
The Rise of Neoactivism on College Campuses
Jerusha O. Conner
Meet the new breed of student activists—uncompromising, focused, and connected.
2020 240 pp., 2 graphs
978-1-4214-3667-8 $39.95 hc/eb

Food Insecurity on Campus
Action and Intervention
edited by Katharine M. Broton and Clare L. Cady
foreword by Sara Goldrick-Rab
The hidden problem of student hunger on college campuses is real. Here’s how colleges and universities are addressing it.
2020 272 pp.
978-1-4214-3772-9 $39.95 pb/eb

Becoming Hispanic-Serving Institutions
Opportunities for Colleges and Universities
Gina Ann Garcia
How can striving Hispanic-Serving Institutions serve their students while countering the dominant preconceptions of colleges and universities?
Reforming Higher Education: Innovation and the Public Good
Series Editors: William G. Tierney and Laura W. Perna,
2019 176 pp., 5 line drawings
978-1-4214-2737-9 $29.95 pb/eb

Diversity’s Promise for Higher Education
Making It Work
second edition
Daryl G. Smith
“A must-read for anyone working in higher education.”—Review of Higher Education, reviewing a previous edition
2015 376 pp., 27 charts
978-1-4214-1734-9 $32.95 pb/eb

Tech.edu: A Hopkins Series on Education and Technology
Learning Online
The Student Experience
George Veletsianos
“George Veletsianos is one of the top scholars of online learning. His book makes an important contribution to the research on the student experience.”—Claire Howell Major, author of Teaching Online: A Guide to Theory, Research, and Practice
2020 144 pp., 1 chart
978-1-4214-3809-2 $29.95 hc/eb

Diversifying Digital Learning
Online Literacy and Educational Opportunity
edited by William G. Tierney, Zoë B. Corwin, and Amanda Ochsner
How does the digital divide affect the teaching and learning of historically underrepresented students?
2018 232 pp., 8 halftones, 2 line drawings
978-1-4214-2435-4 $44.95 hc/eb
Grading the College
A History of Evaluating Teaching and Learning
Scott M. Gelber
A comprehensive history of evaluation in American higher education.
978-1-4214-3816-0 $44.95 hc/eb

A History of American Higher Education
third edition
John R. Thelin
The definitive history of American higher education—now up to date.
2019 560 pp., 13 b&w photos
978-1-4214-2883-3 $39.95 pb/eb

Going to College in the Sixties
John R. Thelin
foreword by Michael A. Olivas
The 1960s was the most transformative decade in the history of American higher education—but not for the reasons you think.
2018 224 pp., 17 halftones
978-1-4214-2681-5 $34.95 hc/eb

The Textbook and the Lecture
Education in the Age of New Media
Norm Friesen
Why do the basic technologies of education—the book and the lecture—endure in our digital age?
2017 192 pp., 25 halftones, 5 line drawings
978-1-4214-2433-0 $32.95 hc/eb

Democracy’s Schools
The Rise of Public Education in America
Johann N. Neem
The unknown history of American public education.
How Things Worked, Robin Einhorn and Richard R. John, Series Editors
2017 256 pp., 9 halftones
978-1-4214-2321-0 $22.95 pb/eb

Courtrooms and Classrooms
A Legal History of College Access, 1860–1960
Gelber, Scott M.
A stunningly original history of higher education law.
2016 264 pp.
978-1-4214-1884-1 $44.95

HISTORY
Bestselling Education Books / Save 20% on all books

**Why They Can’t Write**
Killing the Five-Paragraph Essay and Other Necessities
*John Warner*
An important challenge to what currently masquerades as conventional wisdom regarding the teaching of writing.
2018 288 pp., 1 halftone
978-1-4214-3798-9
$19.95 pb/eb

**Campus Sexual Assault**
College Women Respond
*Lauren J. Germain*
Survivors of campus sexual assault share the stories of how they confronted and overcame the trauma of being attacked.
2016 144 pp.
978-1-4214-3514-5
$22.95 pb/eb

**Reengineering the University**
How to Be Mission Centered, Market Smart, and Margin Conscious
*William F. Massy*
How can colleges and universities improve efficiency while preserving academic values?
2016 304 pp., 30 line drawings
978-1-4214-2274-9
$29.95 pb/eb

**HOW TO ORDER:**

1. Visit press.jhu.edu, add books to shopping cart, enter 4-letter discount code at checkout.
2. Call 1-800-537-5487, have titles, authors, and ISBNs ready, mention 4-letter discount code.
3. If you prefer to order by mail and/or pay by check, download and complete the order form at jhupbooks.press.jhu.edu/jhup-order-form.
4. Enter the 4-letter discount code and return with payment to:
   Johns Hopkins University Press
   c/o HFS
   Box 50370
   Baltimore, MD 21211-4370
   To receive your 20% discount, be sure to enter or mention the four-letter discount code located on the mailing label. If no code appears, use code HHNA.