

# CONTENTS

<b>1</b>	<b>Introduction: Mapping the Global <i>Brandscape</i> of Higher Education</b>	<b>1</b>
	Gerardo Blanco Ramírez	
<b>2</b>	<b>Pathways from Academe to Industry: An Empirical Analysis of Academic Marketing to Prospective Students</b>	<b>13</b>
	Kem Saichaie and Jarrett B. Warshaw	
<b>3</b>	<b>Marketing Context and Branding Content of Private Universities in Chile and Mexico</b>	<b>37</b>
	Germán Álvarez-Mendiola and Miguel Alejandro González-Ledesma	
<b>4</b>	<b>Brand Communication in Flemish Higher Education: A Comparison Between Types of Institutions</b>	<b>63</b>
	Jelle Mampaey	
<b>5</b>	<b>Using a Mixed Methods Approach to Examine the (Re)Imaging of Higher Education Institutions in the Western Balkans</b>	<b>81</b>
	Antigoni Papadimitriou	

<b>6</b>	<b>Branding and the Search for Competitive Advantage in the Field of Mozambican Higher Education Through the Use of Websites</b>	<b>107</b>
	Patrício V. Langa and Nelson C. Zavale	
<b>7</b>	<b>Higher Education: The Impacts of Educational Brand on Students' Decision to Enroll Through Advertising Brochures for Higher Education Institutions in Surabaya Indonesia</b>	<b>143</b>
	Jenny Ngo and Decky A. Ismandoyo	
<b>8</b>	<b>The Notion of Branding in the Higher Education Sector: The Case of Hong Kong</b>	<b>159</b>
	Queenie K.H. Lam and Hayes H.H. Tang	
<b>9</b>	<b>Alumni Engagement in Higher Education: A Matter of Marketing and Leveraging Social Identities</b>	<b>181</b>
	Noah D. Drezner	
<b>10</b>	<b>Branding by Proxy? How Hubs Market (or not) Higher Education Systems Globally: The Example of Qatar</b>	<b>197</b>
	Leon Cremonini and John Taylor	
<b>11</b>	<b>Higher Education Institutional Rankings: Evaluating Their Credibility for Branding and Marketing</b>	<b>221</b>
	Gerald W. McLaughlin, Josetta S. McLaughlin and Jacqueline E. McLaughlin	
<b>12</b>	<b>Conclusions and Reflections on Branding and Marketing in Higher Education</b>	<b>239</b>
	Antigoni Papadimitriou and Gerardo Blanco Ramírez	
	<b>Index</b>	<b>249</b>



<http://www.springer.com/978-3-319-58526-0>

Competition in Higher Education Branding and  
Marketing

National and Global Perspectives

Papadimitriou, A. (Ed.)

2018, XVII, 254 p. 3 illus., Hardcover

ISBN: 978-3-319-58526-0