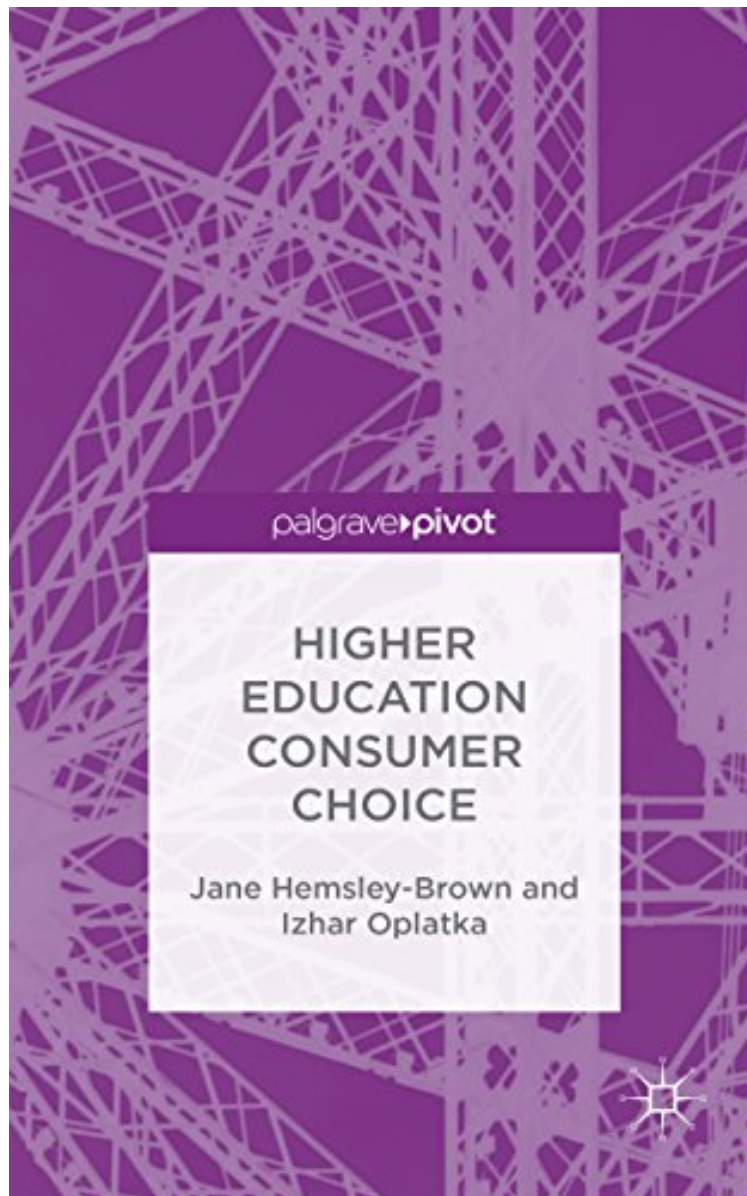


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J. Hemsley-Brown, I. Oplatka

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Higher Education Consumer Choice provides a comprehensive and highly focused critical analysis of research on HE consumer choice behaviour in the UK and around the world. Ideal for students, scholars and marketing practitioners

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