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William F. Massy is the president of the Jackson Hole Higher Education Group, Inc., and professor emeritus of higher education and business administration at Stanford University. In the 1970s and 1980s he held senior administrative positions at Stanford University, where he pioneered the use of financial management and planning tools that have become standards in higher education.

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Prof. Zemsky is the author of *The Structure of College Choice* (1982), *Structure and Coherence, Measuring the Undergraduate Curriculum* (1989), *Higher Education as Competitive Enterprise: When Markets Matter* (2001), *Thwarted Innovation: What Happened to e-learning and Why* with William Massy (2004), and *Remaking the American University: Market Smart and Mission Centered* with Gregory Wegner and

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