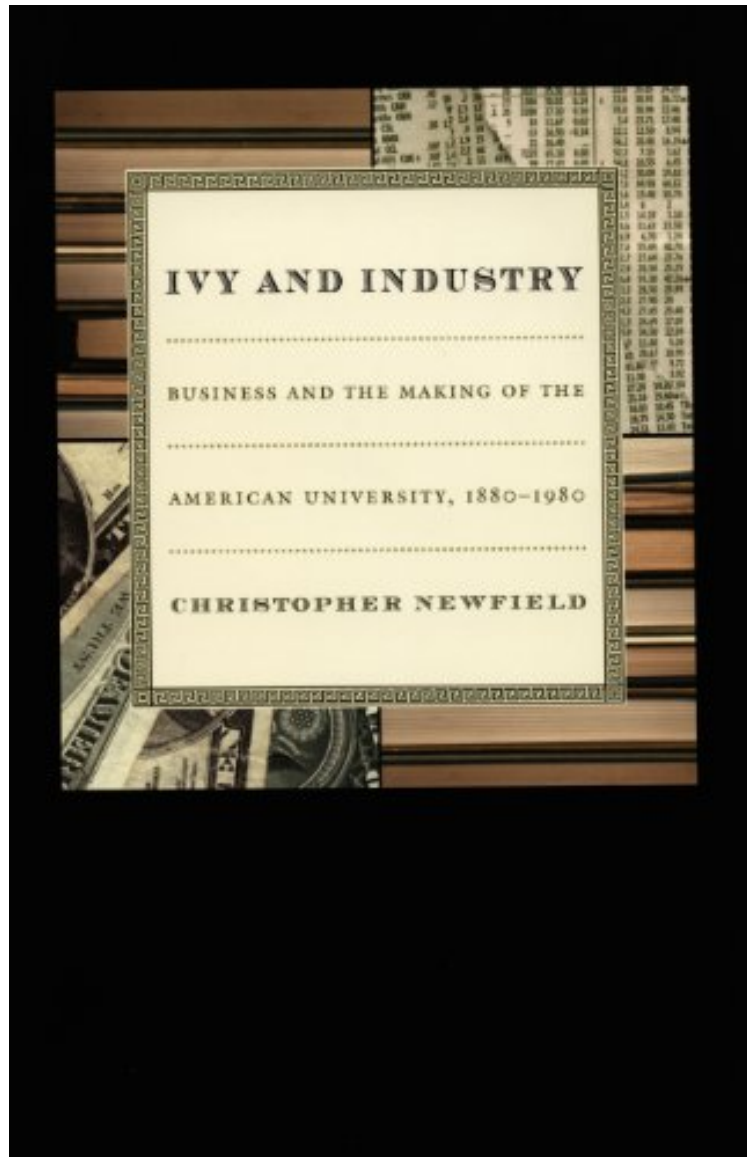


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Ivy and Industry: Business and the Making of the American University, 1880ndash;1980

Christopher Newfield

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Christopher Newfield : Ivy and Industry: Business and the Making of the American University, 1880ndash;1980 before purchasing it in order to gage whether or not it would be worth my time, and all praised Ivy and Industry: Business and the Making of the American University, 1880ndash;1980:

4 of 4 people found the following review helpful. A Populist Voice from an Elite WorldBy MollieO Patrick, Los Altos, CAThe subject du jour seems to be the influence of American business on its universities. Of the several books

I have read on this subject, Newfield's is by far the most readable, but more importantly, it's the most human. He doesn't preach from a lofty lectern to those of us who just don't get it. I felt included in his exploration, as if he were willing to let the data actually determine his conclusions. His thorough tracking of the stances taken by university presidents through the years provided material I had not seen elsewhere, and I particularly enjoyed the anecdotes concerning Clark Kerr, the UC president. Primarily I recommend this book as proof that academic writing doesn't have to be turgid and virtually untranslatable into common speech. *Ivy and Industry* includes the complexities and paradoxes inherent in the entanglement of education and corporation, but it allows us to participate in the reasoning as it develops and share the author's process as he reaches his conclusions.

2 of 2 people found the following review helpful. Middle Class values
By A Customer
Ivy and Industry is a must-read for anyone who teaches in (or is interested in) the academy in the US. Newfield eloquently and exactly traces the role of the university in "inventing" the American middle class, and the conflicts that have emerged between critical and independent thought on the one hand, and the discipline attendant in the "managerial condition" on the other. The tension that runs through this book is between the social role of the university in encouraging research, invention and other aspects of "free thought" and the "unfree" and uncritical pressures of the capitalist economy during a century of relatively steady growth. Newfield convinced me that it is not too late for the university to be an important part of a solution to the inclusive society envisioned by the arts and sciences alike. Readable and enlightening!

Emphasizing how profoundly the American research university has been shaped by business and the humanities alike, *Ivy and Industry* is a vital contribution to debates about the corporatization of higher education in the United States. Christopher Newfield traces major trends in the intellectual and institutional history of the research university from 1880 to 1980. He pays particular attention to the connections between the changing forms and demands of American business and the cultivation of a university-trained middle class. He contends that by imbuing its staff and students with seemingly opposed ideas—of self-development on the one hand and of an economic system existing prior to and inviolate of their own activity on the other—the university has created a deeply conflicted middle class. Newfield views management as neither inherently good nor bad, but rather as a challenge to and tool for negotiating modern life. In *Ivy and Industry* he integrates business and managerial philosophies from Taylorism through Tom Peters's "culture of excellence" with the speeches and writings of leading university administrators and federal and state education and science policies. He discusses the financial dependence on industry and government that was established in the university's early years and the equal influence of liberal arts traditions on faculty and administrators. He describes the arrival of a managerial ethos on campus well before World War II, showing how managerial strategies shaped even fields seemingly isolated from commerce, like literary studies. Demonstrating that business and the humanities have each had a far stronger impact on higher education in the United States than is commonly thought, *Ivy and Industry* is the dramatic story of how universities have approached their dual mission of expanding the mind of the individual while stimulating economic growth.

From Publishers Weekly
Capitalism has always been one of America's signature attributes; its principles, rules and rhetoric are an essential part of the country's most vital institutions, including academia. Newfield's dense history shows that, beginning in the late 19th century with the rise of the university as an autonomous institution, the languages of the market and of the university have overlapped—to varying degrees of success and damage. That a force as powerful as America's market economy should have influenced the structure of the research university seems as inevitable as it is obvious; and so, though Newfield's accounting of this process is detailed and well researched, it is hardly groundbreaking. Newfield lays a foundation for exploring the technical relationship between research universities and the corporate entities whose financial support, governing models and culture have influenced them, but soon focuses in on his real target: the professional middle class. Research universities have served the needs of commerce by producing an educated managerial class, but as Newfield notes, "humanism and management are tied together in conflict." A professor of English by trade, Newfield offers a concise and thoughtful consideration of literary criticism's radical response to the industrial world, insightfully concluding that the liberal arts and business culture are also inextricably linked. The university, like the industry to which it is faithfully wed, has played a vital role in shaping this nation, and Newfield, by dissecting that relationship, has made a valuable contribution to the understanding of our culture. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Christopher Newfield's application of the management model and metaphor to the academic scene leads him into what is by far the freshest and most nuanced argument on the corporatization of the university that I can think of.—Bruce Robbins, author of *Secular Vocations: Intellectuals, Professionalism, Culture*