The authors of The Global Market for Higher Education discuss this industry from a strategic and services marketing perspective and suggest a model to explain how to obtain and maintain a competitive advantage. The book draws on more than ten years of research with students and educational institutions in a number of countries, using both secondary and primary data to develop the model. The results presented suggest that an institution's internal resources are key determinants of its appropriate strategy. The authors also suggest that decision makers and education marketers take account of the appropriate market literature when developing international plans and considering new international markets.

‘This clearly written book offers a sharp perspective on the global market for higher education. The focus on current providers and hosts enables the authors to provide practical and well informed advice on issues that are of importance for higher education administrators and the recruitment offices of universities.’
– James Porter, Higher Education Review

‘Mazzarol and Soutar’s valuable book prompts us to think carefully about what makes for an internationally competitive university sector.’
– Christopher Pokarier, Policy

‘I have enjoyed reading your new book. This is an excellent application of strategic principles to the marketing of international education. It is a very insightful perspective on the future of global education. The strategic implications for universities competing in this rapidly changing and diverse landscape are highlighted and addressed with direct simplicity. I especially appreciated the theoretical foundations for the model of sustainable advantage backed up by empirical verification.’
– Bill Jolley, University of Western Australia, Australia