The College Cost Disease
Higher Cost and Lower Quality

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College cost per student has been on the rise at a pace that matches – or exceeds – healthcare costs. Unlike healthcare, though, teaching quality has declined, and rapidly rising costs and declining quality are not trends easily forgiven by society. The College Cost Disease addresses these problems, providing a behavioral framework for the chronic cost/quality consequences with which higher education is fraught. Providing many compelling insights into the issues plaguing higher education, Robert Martin expounds upon H.R. Bowen’s revenue theory of cost by detailing experience good theory, the principal/agent problem, and non-profit status.

‘The College Cost Disease is indeed a useful reading, not only for the students of economics of education, but also for others interested in quality and also that the costs of higher education would immensely benefit from.’

– Jandhyala B.G. Tilak, Journal of Educational Planning and Administration