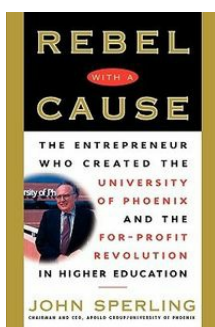


REBEL WITH A CAUSE: THE ENTREPRENEUR WHO CREATED THE UNIVERSITY OF PHOENIX AND THE FOR-PROFIT REVOLUTION IN HIGHER EDUCATION

Born to a Missouri sharecropping couple, John Sperling discovered books at sea as a merchant marine. He returned to college and earned a doctorate from Cambridge, but found academic life too stifling. Driven by a vision of a new for-profit university that would offer adults a second chance at higher education, he returned to America and, aged 52, created the University of Phoenix. Less than...



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Filesize	6.47 MB

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Reader's Opinions

As a current employee of Apollo Group, I read this because I wanted to get to the primary source and understand what the founder believed and if it seemed like we were still on course, 15 years later. Sperling had an interesting life... the stubbornness and hardships are well documented...