

# INDEX

- Accountability, 47, 54–55, 69, 87,  
90, 92, 94, 98–100, 116, 163,  
208, 216, 232, 238–239, 270
- Charter School, 110, 112–116,  
119–121, 123–129, 131
- Competition, 8, 11–12, 17, 42,  
45–50, 54, 56, 90, 93, 101, 110,  
113, 116–117, 128, 131, 139,  
186–187, 208, 211–212, 214,  
220, 234, 236–237, 239, 245,  
258, 268, 272
- Consumers, 6, 14, 17, 24, 27, 43, 54,  
67, 83, 90, 99, 116, 188, 190,  
195, 201, 230, 247–248, 251,  
255–256, 259
- Destructive leadership, 87, 97–98,  
100
- Dilemma resolution, 89
- Distributed leadership, 87,  
96, 178
- Education Markets, 43–44, 49,  
51–52, 55, 58–59, 109, 118,  
129, 131, 151
- Educational reform, 89, 92
- Ethical challenge, 90
- Ethical dilemma, 90, 92, 99, 102
- Exam results, 90, 93
- Global citizens, 99
- International Baccalaureate, 99
- International education, 137–141,  
143–145, 147, 149, 151–154,  
193–194, 237
- Leadership dilemma, 87–89, 94–95,  
97, 100–102
- Magnet Schools, 123–124, 127–128
- Market Incentives, 111
- Marketing activity, 27, 88–89,  
101–102, 162, 186, 196, 270, 276
- Advertising, 6, 12, 17–20, 25, 27,  
43, 88, 130, 144, 162, 213,  
236, 268, 272, 274
- Brochures, 9, 18, 20, 88, 161,  
169, 258
- decoration, 18, 101
- Local press, 99
- Local community, 19, 100, 188,  
197–198, 200, 230
- Open days, 18, 21, 45, 88, 161,  
169, 227, 258
- Open house, 19, 102
- Publicity, 19, 93, 95
- School image, 17, 20, 23, 26,  
101, 175, 215, 219–220, 222
- Selling, 6, 12, 21, 43, 55, 70, 90,  
92–93, 139, 162, 194, 213,  
259, 268, 271–272
- Marketing culture, 17, 53, 56, 88,  
91, 100, 102
- Marketing ethics, 27
- Marketing mix, 7, 24, 92, 246,  
259, 271

- Marketing practice, 3, 5, 89, 92, 109,  
115, 120–121, 138, 141, 152,  
161, 163, 178, 187  
Canada, 8  
England, 11–12, 18, 21, 90–91,  
93–94, 100, 102, 186, 188,  
199, 220  
Hong Kong, 94  
New Zealand, 8, 11–13, 18,  
52–53, 89, 94, 137–143,  
145–148, 150–152  
South Wales, 91  
Spain, 101  
Sweden, 95  
Taiwan, 8, 17, 101, 175  
Marketing team, 88  
Marketing, 3–28, 39–49, 51–57, 59,  
63–82, 87–102, 109–131, 137–145,  
147–148, 150–153, 159–163,  
165, 167, 169–171, 173, 175–178,  
185–187, 189, 192–194, 196, 198,  
201, 207–209, 212–216, 219–220,  
222, 225–229, 231, 233–240,  
243–260, 267–276  
Marketization of schools, 88, 244  
Masculine leadership, 100  
open enrolment, 139  
partnership, 57, 69–71, 81, 193–194,  
246, 254, 256  
Performativity, 93  
Policy reform, 98–99  
Post-marketization, 100  
Private School, 101, 110, 112–113,  
116, 119–120, 123, 125–129,  
131, 166  
Public relations, 8, 12, 17–18, 45, 70,  
91, 95, 274  
Public School, 110, 112–120, 123,  
125–128, 130–131  
Quasi-markets, 43, 90  
Relationship marketing, 25, 64,  
68, 70–75, 79–80, 82, 92,  
143–145, 147, 150–152,  
159–163, 165, 167, 169–171,  
173, 175, 177, 185, 187, 189,  
192, 198, 207–208, 267,  
271, 273  
Role ambiguity, 91  
Role conflict, 95  
Role overload, 92, 268  
Role stress, 21, 100  
School brand, 244  
School Choice, 10, 19, 90, 110,  
112–113, 118–120, 130, 160,  
197, 257  
School mission, 89, 99  
School principal, 4, 15, 18, 21, 25,  
27, 91, 93, 96, 100–101,  
159–160, 164–166, 168–172,  
174–178, 210, 218, 232–233,  
237  
school, 3–27, 44–48, 52–57, 63, 65,  
67–71, 73–77, 79–82, 87–102,  
109–131, 138, 142, 146–153,  
159–179, 185–189, 191–192,  
194–202, 207–222, 227–228,  
230–235, 237–239, 243–260,  
268, 270–275  
Segregation, 111–115, 117–119,  
125, 131, 268  
Self-renewal, 96  
Teacher turnover, 95  
The CORD Model, 63–64, 76,  
78–79, 82  
Toxic triangle, 98, 100  
Vouchers, 116, 125, 127, 129