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*Donna Adair Breault, David M. Callejo Pérez*

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*The Red Light in the Ivory Tower: Contexts and Implications of Entrepreneurial Education* critically analyzes the operational behaviors of prestigious and prestige-seeking universities, particularly within the context of budget shortfalls and increasing competition. The book challenges entrepreneurial activities within universities by exploring the costs of such ventures in terms of honoring commitments to faculty and students while maintaining integrity of institutional purpose. The book offers six case studies that illustrate the organizational behaviors influenced by prestige indicators. Ultimately, the book challenges readers to address the complex issues of leadership and power within the context of social, political, economic, and historical influences within higher education. By asking difficult questions about the entrepreneurial behaviors of prestigious and prestige-seeking universities, stakeholders can reimagine and reclaim a sense of purpose that can ultimately influence organizational identities and thus the degree to which their universities support and serve their students, faculty, and community.

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