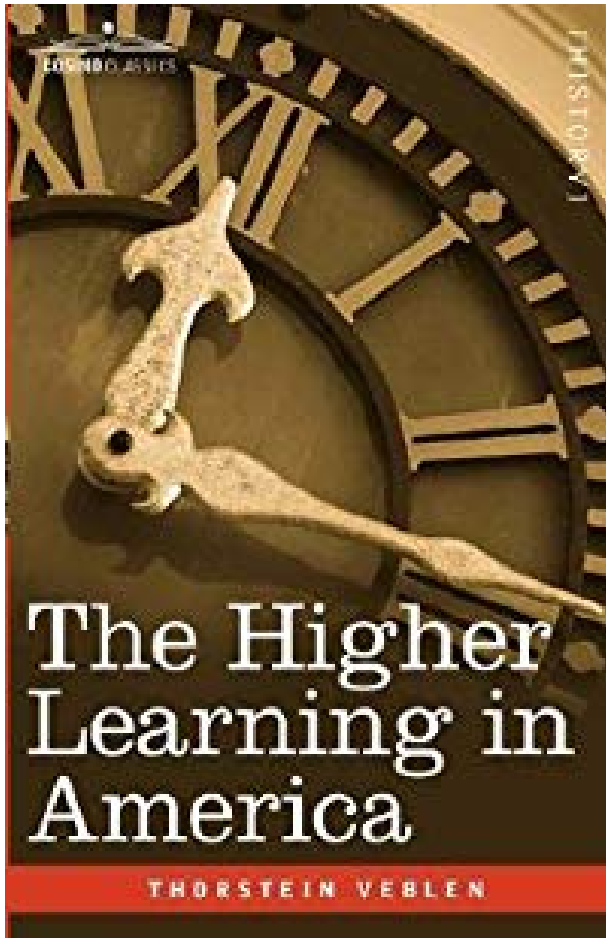


The Higher Learning in America



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At the time of its initial publication in 1904, *The Higher Learning in America* was known in educated circles as the most reflective study ever made of the university system in America. Veblen's evaluation of the misleading notions and erroneous beliefs were inherent in "the higher learning" was received as fair by most academics. As a result, many believed he paved the way to an improved age in college education.

Just as applicable today as they were decades ago, his sophisticated style remains deprecatingly amusing; his biting critique just as disquieting as it was at the turn of the 19th century.

The Higher Learning in America remains a penetrating book by one of America's greatest social critics. American economist and sociologist THORSTEIN BUNDE VEBLER (1857-1929) was educated at Carleton College, Johns Hopkins University and Yale University.

He coined the phrase "conspicuous consumption." Among his most famous works are *The Theory of the Leisure Class* (1899), *The Theory of Business Enterprise* (1904), and *Imperial Germany and the Industrial Revolution* (1915).