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**Abstract**

This article considers the transmission of knowledge in higher education. It takes the metaphor of the music industry that pre-selects the music people can buy. The sales potential is the leading principle in the selection process. Often the small producer is excluded because his or her music is not of commercial interest. The end-customer does not know what he or she is missing because he or she has never heard the music. It is to be feared that a similar market principle will also influence the selection of knowledge and affect the capacity of higher education institutions to freely generate and transmit new knowledge. The globalization of higher education risks homogenizing the cultural traditions of the non-Western world through a process of Western cultural domination. On the other hand, the Internet, via open source software like LINUX, might serve to democratize higher education and allow greater grassroots input. (HRK / Abstract übernommen)