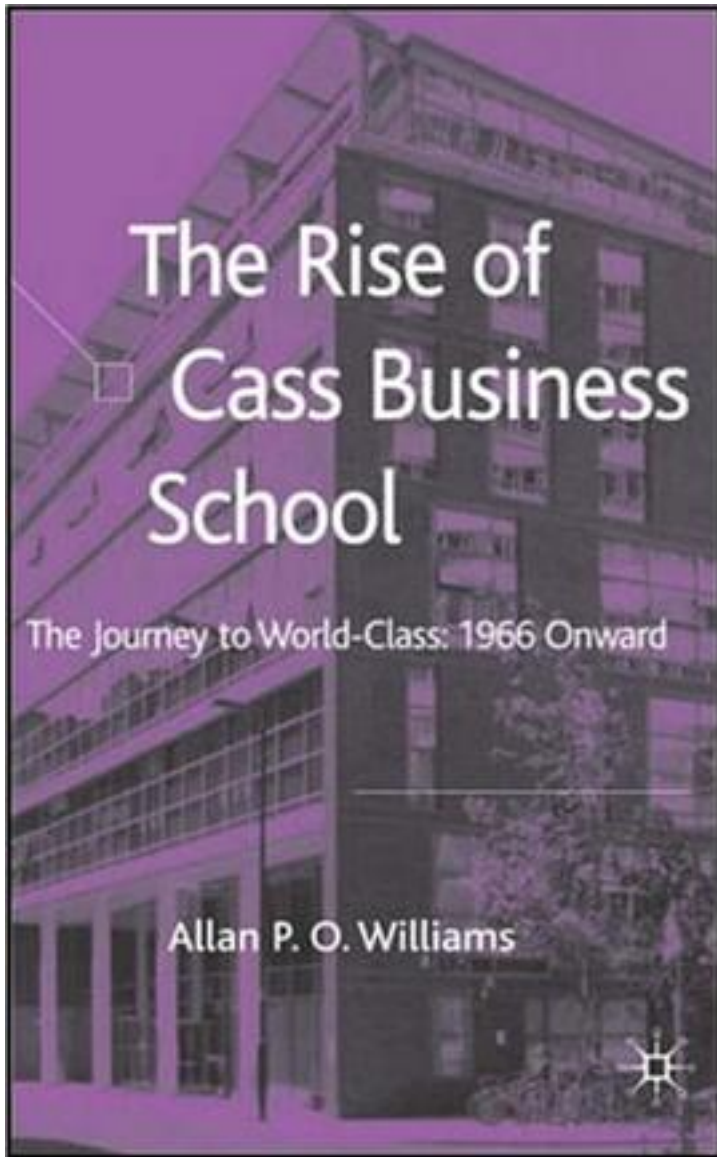


The Rise of Cass Business School



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This history of Cass Business School, part of City University in the UK, contrasts its humble beginnings with its present high international standing. The author traces its rise through the ranks of business schools and identifies themes and factors to share with those who are involved in leading and changing similar institutions in a highly competitive world.

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