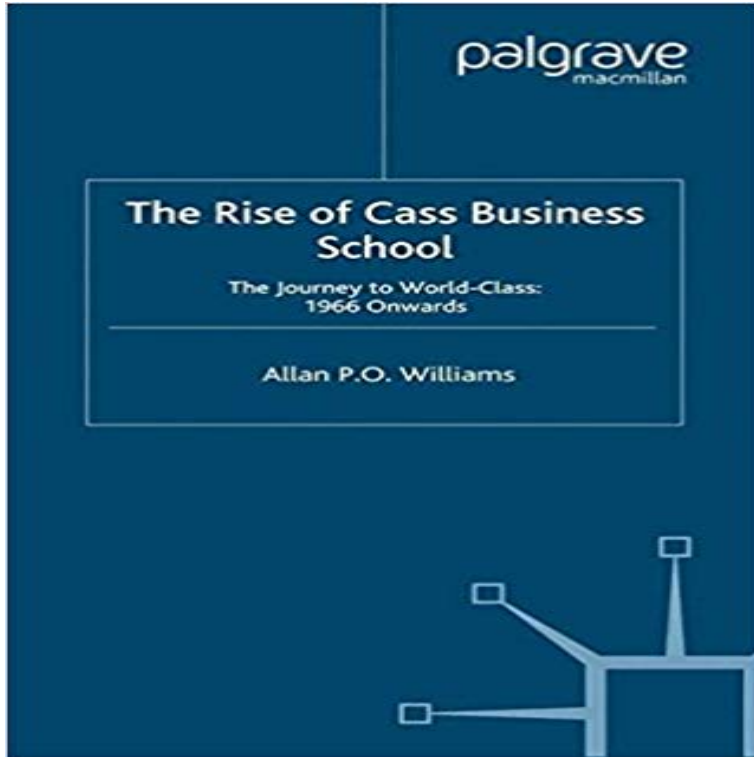


The Rise of Cass Business School: The Journey to World-Class: 1966 Onwards



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 leading and changing similar institutions in a highly competitive world.

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