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Abstract

This article gives an insight into the national public structures that market national higher education systems worldwide. The authors present the results of an analysis of 47 national entities promoting higher education. The article focuses on the functions of the marketing and organisational structures. The synoptic review as well as the four selected country case studies aim to support national initiatives as well as internationalisation policymakers by locating their own national marketing initiatives, developing them further or establishing new structures. (HRK / Abstract übernommen)