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**Author**

BOSETTI, Lynn

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Bosetti ; Keith Walker

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**Abstract**

This paper draws upon the experiences and perceptions of ten university vice-chancellors in the United Kingdom on the challenges they face in providing leadership and strategic direction for their institutions into the twenty-first century. The paper reveals the perceptions and spoken words of these leaders as they identify the key challenges shaping higher education, their strategies for addressing these challenges, their struggle to maintain the core mission of universities and finally, implications for the future of higher education. (HRK / Abstract übernommen)