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Abstract

Strategic mergers are formal combinations or amalgamations of higher education institutions with the aim of enhancing competitive advantage, or merging for 'mutual growth'. Recently, in a number of countries, there has been a decided shift from mergers initiated by governments, and dealing mainly with 'problem' cases, towards institutional-initiated mergers involving strong institutions, and with clear strategic objectives. These issues are addressed and a case study is presented of the 2004 merger that created the new University of Manchester, which aims to be among the top 25 universities internationally by 2015. (HRK / Abstract übernommen)