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**Abstract**

In 1991, a local notable from the Maloposkie voivodship of Poland created a private business school in the town of Nowy Sacz. In a period of ten years, this institution became one of the most successful private higher education institutions in Poland. Basing himself on Jerzy Dietl's seven criteria for institutional survival, the author describes the steps that he took to build up this institution and to guarantee its survival within its regional and then its national and international environments.

According to the author, the steps to the survival and success of the Higher School of Business-National Louis University could serve as a blueprint for the regeneration of higher education in Poland. (HRK / Abstract übernommen)