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**Author**

MCMAHON, Frank

**Title**

Working with external stakeholders

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**Abstract**

The days of universities being fully funded by governments and being allowed to live in glorious isolation from the rest of society have almost completely disappeared. Gradually, over a long period, the expectation has grown that universities would collaborate with the region and the economy in which they are based. This paper traces the development of this new role for universities and seeks to discover the pitfalls and best practices in collaborative efforts by universities with industry and other partners. (HRK / Abstract übernommen)