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**Abstract**

The issue of the revolution in teaching and learning paradigms from the perspective of the relatively traditional university with its well-known characteristics is addressed. The article assesses how the traditional university may respond to the challenges of "borderless education" and of the many competitors for new student markets, by a consideration of the critical factors in the development of university strategy-areas of potential strength and vulnerability and the style of developing a strategic analysis, organizational issues, human resource issues, issues of infrastructure, and matters related to quality assurance. The predominant themes are the necessity of distinctive and differentiated institutional responses and the means for ensuring the sustainability of effort. (HRK / Abstract übernommen)