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Abstract

In the dynamic world of international student recruitment, the use of marketing techniques of all kinds is now commonplace. Amongst them, student recruitment agents are amongst the most hotly debated marketing channels, seen as vital by many universities and ethically repugnant by others. This article will discuss the pros and cons of using student recruitment agents, the identification and selection of good and reliable agents, the legal and financial aspects involved with working with agents, and how to manage and motivate your network of agents to their best effect. (HRK / Abstract übernommen)

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