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**Abstract**

Internationalisation is one of the fastest growing areas of management within higher education. Stimulated by the pressures of intense international competition and by a new recognition of the wider benefits of internationalisation, universities are looking to develop new management practices. This paper looks at the importance of strategy as applied within the field of internationalisation. By looking at examples from a range of universities in the UK, the paper aims both to identify broad trends and to offer an idea of some of the important practical issues to be considered in the development and implementation of strategy in internationalisation. Whilst the paper is based upon experience in the UK, similar issues and challenges are facing universities elsewhere. (HRK / Abstract übernommen)