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FEDERKEIL, Gero (WESTERHEIJDEN, Don F.)

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**Abstract**

This article by two members of the U-Multirank team discusses rankings as transparency tools for higher education stakeholders. It shows briefly how early rankings met students' and decision-makers' needs in a limited way. They have been focused almost exclusively on research publication data; in contrast, U-Multirank is multidimensional. It includes individual customisation through a web tool, different information at institutional and field levels, and, with a view to student users, a major international student satisfaction survey. In our final discussion of outcomes and results, we conclude that U-Multirank shows that there is not one 'best' university in the world. HRK / Abstract übernommen)