# Emerging competitive issues:

## The new challenge

Rosemary Stamp *MA MSc MIoD MCIPR FCIM*
Director: Stamp Consulting

rosemary.stamp@stampconsulting.co.uk
http://uk.linkedin.com/in/rosemarystamp
+44 (0) 7970 209 470

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# Key themes

1. The resource imperative
2. Balancing policy and institutional focus
3. The complex brand
4. Collaborations and partnerships: complications and opportunities
5. Multiple audience engagement
6. The new competition
7. The expertise dilemma
8. The problem with planning

# 1. The resource agenda

# 2. Balancing policy & institutional focus

# 3. The complex brand

# 4. Collaborations & partnerships

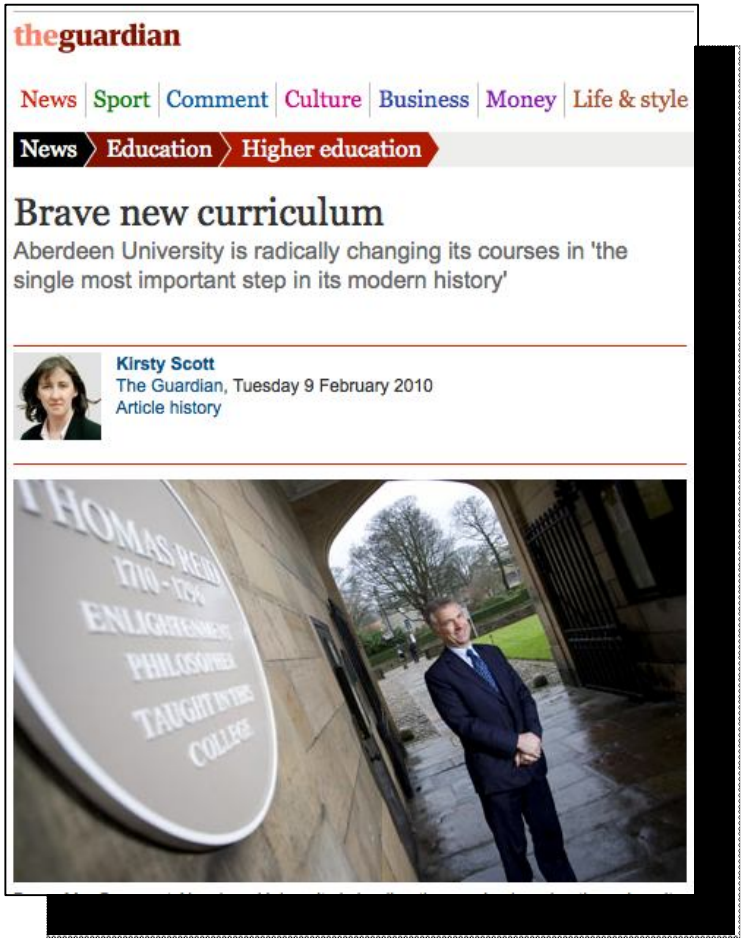
http://www.monash.edu.au/news/show/monash-and-warwick-form-global-alliance

# 5. Multiple audience engagement

# 6. The new competition

# 7. The expertise dilemma

# 8. The problem with planning



theguardian

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## Brave new curriculum

Aberdeen University is radically changing its courses in 'the single most important step in its modern history'

Kirsty Scott
The Guardian, Tuesday 9 February 2010
Article history

http://www.guardian.co.uk/education/2010/feb/09/change-degree-courses-radical-aberdeen

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http://www.leiden.edu/yearbook

“You can’t outrun the future if you don’t see it coming…”

Gary Hamel: 2012

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rosemary.stamp@stampconsulting.co.uk

www.stampconsulting.co.uk

http://uk.linkedin.com/in/rosemarystamp