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Sommario/riassunto	Achieving successful financial viability by broadening revenue sources is one of the most important issues facing colleges and universities today. Increasing operating costs, along with the reliance on traditional

student tuition, government support, and philanthropy, are challenging universities. One way administration leaders and faculty are meeting this challenge is to establish supplemental revenue streams from a variety other sources such as: continuing education, credit and noncredit certificates, degree completion and upgrade programs, study abroad, domestic and international branch cam

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