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Sommario/riassunto	The future of higher education depends on how managers respond to the challenge of rising costs, changing labour markets and new technologies. More people will follow some form of education programme in the next couple of decades than did previously in all of human history. Most of the capacity to accommodate this demand will be created in the global online environment. The shift in what is currently 'valued' in higher education (towards a knowledge-based economy) is driving the need for new business models. As the pace of change accelerates, education providers need to redefine their strategy