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Abstract

The Manchester Business School provides a full range of services and the University of Manchester provides additional unique collections.

These in tandem with a range of associated issues provide both opportunities for service innovation and a range of challenges to be met. A full analysis of the customer groups is provided, preceded by background to the establishment of the current Manchester Business School. A range of issues that have a direct impact on service provision together with some of current day imperatives are examined in turn.

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