



# Journal of Marketing for Higher Education >

Volume 7, 1996 - Issue 3

19 Views | 3 CrossRef citations to date | 0 Altmetric

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## Image Gap Analysis: A Pilot Study

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Pages 95-102 | Published online: 12 Oct 2008

“ Cite this article [https://doi.org/10.1300/J050v07n03\\_07](https://doi.org/10.1300/J050v07n03_07)

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### ABSTRACT

This paper reports the results of an image study conducted by a college of business among business people in the service area of the university. A mail survey of 2000 business people was conducted. The results of the study reveal the current image of the college of business and the college's preparation for the future.

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