

Contents

Dylał Anna, Jedynak Piotr, <i>Resources and reputation in the management of universities</i>	1
Grodzicki Maciej J., <i>Construction of the development strategy versus informal constraints</i>	21
Jacko Jan F., <i>Rational informative assertiveness in management communication</i>	35
Tkocz Anita, <i>Services provided to the society in Poland in the framework of Cause Related Marketing</i>	45
Wyciślak Sławomir, <i>On some aspects of contagion effect in organization – models and diagnostic tools</i>	59