

# European Business - Debra Johnson

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"European Business" highlights what is unique about the European business environment. As such it focuses upon European integration, especially market integration and explores how it has affected the strategy and behavior of businesses with a European presence. It covers topics like the single European market, the single currency and related policy issues. However, it also covers issues that have hitherto not been well covered such as the European consumer, entrepreneurship and Europe's relationship with emerging economies like China. The integration theme is central because Europe, although not without significant problems, is the deepest and most advanced case of regional integration in the contemporary world and is looked to as a potential role model by regions seeking greater integration themselves. However, a proper understanding of Europe would not be complete without some consideration of how the component parts of Europe (that is, the member states) relate to and affect policy and strategy and how Europe itself interacts with the rest of the world. These issues are dealt with both in separate chapters and recur throughout the book. The book contains numerous topical case studies that demonstrate the above themes. Author: Johnson, Debra Publisher: Routledge Illustration: N Language: ENG Title: European Business Pages: 00000 (Encrypted PDF) On Sale: 2006-10-11 SKU-13/ISBN: 9780415351348 Category: Business & Economics : Economics - General

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