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The Business Environment Of Europe: Firms, Governments, And Institutions



Synopsis

The Business Environment of Europe is the first textbook to provide a complete overview of Europe's business landscape, examining the region's diverse economies and government policies within historical, political, and cultural contexts. This well-researched text examines the European Union and select European nations, and leads students to a full understanding of the structure and dynamics of specific industries, the impact of globalization on European companies, and the future challenges facing the region's business environment. Numerous tables, maps, figures, case studies and chapter-specific bibliographies support students with little background knowledge of the subject, and lead them to total mastery of the material. Ideal for business students seeking background on the historical and cultural foundations of European business, and for international studies students seeking specific information on European governments, policies and economics, this introductory textbook provides a comprehensive and interdisciplinary overview of the subject.

Book Information

File Size: 9201 KB

Print Length: 365 pages

Page Numbers Source ISBN: 0521872472

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Cambridge University Press (June 12, 2014)

Publication Date: June 12, 2014

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B00JXII50W

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #382,253 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #50

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