# European Business and Marketing (2nd Revised edition)



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# Reviews

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# EUROPEAN BUSINESS AND MARKETING (2ND REVISED EDITION)



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SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, European Business and Marketing (2nd Revised edition), Phil Harris, Frank McDonald, European Business and Marketing is published at the beginning of the new millennium and incorporates much modern thinking in Europe. It includes material on the Euro and the enlargement of the European Union (EU) and the development of global companies with a European base. The text has been researched and written especially for students on undergraduate and postgraduate courses, who need to understand modern European marketing, the EU and the distinct features that are emerging in the world's largest marketplace. The text includes chapters on marketing strategy in Europe and business culture. It also covers such issues as the expansion of the Union, the development of the Euro as a single currency, economic and monetary policy. The text looks at Europe holistically and builds on modern theoretical concepts to look at the present state of business in European and future trends. Through seven core chapters the reader is introduced to the issues that are emerging within the EU and its relations to the wider Europe and the rest of the world. The book introduces the following significant themes: 1. The importance of small to medium sized businesses, regionalism and networks within Europe. 2. The history and origins of the development of the EU, how it operates and is likely to develop. 3. The EU and its business and political relationship with the rest of the world - the EU is the major negotiator with the US in the World Trade Organisation talks and brokers trade across the world. 4. Marketing and how it is being developed across Europe. 5. The continued growth of joint ventures, strategic alliances and acquisitions in European business. 6. The distinct features of European business culture, both ...

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