

1. Record Nr.	UNINA9910451273303321
Titolo	The marketing challenges within the enlarged single European market [[electronic resource] /] / guest editor Stanley Paliwoda
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2007
ISBN	1-280-84738-7 9786610847389 1-84663-369-9
Descrizione fisica	1 online resource (1 v.)
Collana	European Journal of Marketing ; ; 41, no. 3/4
Altri autori (Persone)	PaliwodaStanley
Soggetti	Marketing - Europe Industrial management - Europe Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Sommario/riassunto	The aim of this e-book is to portray the diversity of views existing on the complexity of marketing approaches in the enlarged European Union. Moreover, this e-book will reach readers just at a time when Europe is about to absorb the second wave of eastward enlargement and that will pose new challenges. This e-book is the culmination of the efforts and contributions of many authors and reviewers who are passionate about the opportunities, threats and challenges created by the EU enlargement process.