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Sommario/riassunto	This book examines the ideas of knowledge-transfer and higher education exchange in the relationship between the European Union

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and countries, regions, universities and think-tanks across Asia. It critically investigates some discourses of particular relevance to the cognitive framework of the academic discipline of 'European Studies', as currently taught across a number of countries in the Asia Pacific. For this purpose, this book presents a range of theoretical explanations, drawn from notions such as the global knowledge village, intercultural dialogue, regional integration, foreign poli