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| Nota di contenuto | Cover; Contents; List of Figures and Tables and Exhibits; Case Study Contributors; Preface; Acknowledgements; List of Abbreviations and Acronyms; Chapter 1 - The New Europe - Myths and Reality; Chapter 2 - The European Union and the Business Environment; Chapter 3 - The Policies of the Single Economic System of the European Union; Chapter 4 - The European Union and the World Economy; Chapter 5 - European Marketing; Chapter 6 - Political Marketing and Public Affairs; Chapter 7 - Joint Ventures and Strategic Alliances - A European Perspective; Chapter 8 - European Business and Culture Case Study 1: Evaluating European Potential and Expansion Possibilities for a US Furniture Company Case Study 2: What's Your Beef? The Role of the Meat and Livestock Commission After the UK BSE Crisis; Case Study 3: Blending Ethics and Modernity the Co-operative Way; Case Study 4: Boutinot Wines Limited; Case Study 5: EVC (1986-94): The European PVC Industry and the Creation of the European Vinyls Corporation |

(EVC); Case Study 6: EVC (1995-2002): Joint Venture, The Amsterdam Stock Market Flotation and Acquisition by INEOS
Case Study 7: Fulham FC: Club-Supporter Relationships 'Come All Ye Faithful'
Case Study 8: Gruppo Massone: Acquisition Venture into the UK;
Case Study 9: LEGO: The Toy of the Twentieth Century - The Case of the Simple Building Blocks;
Case Study 10: Mannesmann Mobilfunk: Distribution Channel Decisions in the Growth Phase of the Mobile Phone Market in Germany;
Case Study 11: European Butter Battles the New Zealand Dairy Board and Spreadable Butter;
Case Study 12: Perkins Foods: The Place of Public Relations in the Profile of a European Food Business;
Case Study 13: Royal Philips Electronics
Case Study 14: Shell: Environmental Stance in Eastern and Western Europe
Case Study 15: The Stena Case: Pricing Strategy;
Case Study 16: Unilever Group: Marketing Strategies for Eastern Europe; Index

Sommario/riassunto

Fully revised to incorporate much modern thinking in Europe this second edition includes material on the Euro and the enlargement of the EU and the development of companies with a European base.
