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Autore	POTENZA, Lorenzo
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Sommario/riassunto

This book provides a broadly managerial perspective on key trends that affect business decision-making in Central and Eastern Europe twenty years after the beginning of the region's transition to market economy. Reflecting different viewpoints, including economic, social, and political approaches, the essays helps managers of the region to understand better both regional and the global forces influencing their businesses – as well as to bring to their attention relevant cutting-edge approaches to business thinking and decision-making.
