

1. Record Nr.	UNINA9910953220103321
Autore	Hegge Birgit <1968->
Titolo	SMEs and European integration : internationalisation strategies // Birgit Hegge
Pubbl/distr/stampa	London ; ; New York, : Routledge, 2002
ISBN	0-429-23139-3 1-134-47289-7 1-280-40319-5 0-203-42171-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (234 p.)
Collana	Routledge studies in the European economy ; ; 12
Disciplina	337.1/4
Soggetti	Small business - Europe - Finance Euro Currency question Medical instruments and apparatus industry - France Medical instruments and apparatus industry - Germany Europe Economic integration
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [208]-216) and index.
Nota di contenuto	Book Cover; Title; Contents; List of illustrations; Preface; Acknowledgements; Introduction; Literature survey; 1992 and beyond market opening within the EU?; SMEs and internationalisation models; The 'right' entry choice within the EMU; Mechanisms of location; Conclusions; Empirical research; The European Medical and Surgical Equipment and orthopaedic appliances industry (MSE); Field research; Conclusions; Results and interpretations; General conclusions: new approaches towards internationalisation; Conclusion; Appendixes; The why and where of clustering Questionnaire: SMEs' response to the European Single Market and beyond Enterprises in the European Union 1992; The most important Italian laws concerning foreign trade; Production steps in the fabrication of a surgical instrument; Notes; Bibliography; Index
Sommario/riassunto	In easily accessible language, this book analyses the impact of

Economic and Monetary Union on Small and Medium sized enterprises (SMEs) in Europe. This overarching and widely researched study explains in a jargon-free manner the mechanisms of EMU and its likely effect on SMEs. The book then goes on to explain and examine the results of seven case studies in Germany and France. Answers to many questions that have arisen over the years regarding SMEs and European integration can be found in the pages of this study. In a remarkably well-written and researched book, Birgit Hegge has succeeded in
