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Autore	Niederreiter, Harald
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Descrizione fisica	Philadelphia, Pennsylvania : Society for industrial and applied mathematics ; 1992 VI, 241 p. ; 25 cm
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Autore	Hegge Birgit <1968, >
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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 beyondEnterprises 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
