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# Single Market Europe: Opportunities and Challenges for Business

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<b>Title:</b>	Single Market Europe: Opportunities and Challenges for Business
<b>Year:</b>	1991
<b>Author:</b>	Spyros G. Makridakis
<b>Abstract:</b>	A thorough and practical look at how to exploit the opportunities presented by the integration of Europe into a single market. Details how the the single market environment will affect key business functions, from overall strategy to marketing and manufacturing. Authored by faculty at INSEAD, Europe's leading business school.