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Single Market Europe: Opportunities and Challenges for Business

Makridakis, Spyros

http://hdl.handle.net/11728/6634

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Title:	Single Market Europe: Opportunities and Challenges for Business
Year:	1991
Author:	Spyros G. Makridakis
Abstract:	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.

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