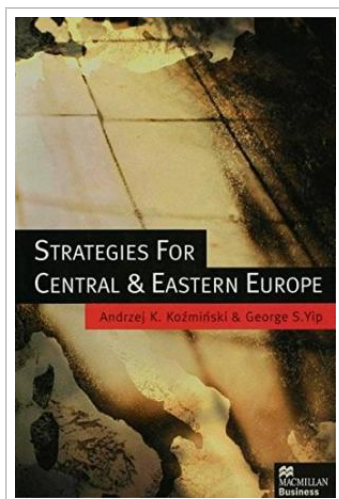




Strategies for Central and Eastern Europe (Hardback)

By -

Palgrave MacMillan, United Kingdom, 2000. Hardback. Condition: New. 2000. Language: English . Brand New Book. Strategies for Central and Eastern Europe provides a unique and cutting-edge analysis of the future for big business in the former Soviet states of Central and Eastern Europe. The dramatic political changes of the 1990s were swiftly accompanied by high levels of foreign investment. However, many multinational companies are still grappling with the integration of the region into their global strategy. This book responds to their difficulties and provides a framework for the development of successful global, regional and country strategies. Chapters by regional experts provide specific practical guidance on the local economic, trade, institutional and cultural factors affecting successful implementation. They look at Hungary, Poland, Czech Republic, Slovak Republic, Slovenia, Romania, Bulgaria and the Ukraine .Star ratings summarise the opportunities in each country and include lists of top investors, exporters, multinationals and local companies in the region.



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Reviews

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