

Doing Business in Europe

Second Edition

Gabriele Suder *SKEMA Business School*

'The complexity and the importance of the European business community have never been greater. Dr. Gabriele Suder is must reading for those who want to understand the complex business dynamics of the twenty-first century'

- *Professor Nancy J. Adler, McGill University, Canada, Author of Leadership Insight and International Dimensions of Organizational Behavior*

This new edition of **Doing Business in Europe** covers all of the key topics covered on European Business courses at both undergraduate and postgraduate level, making it a must-have for students and practitioners alike.

Written in a clear and accessible way, this new textbook has been fully revised and updated to take into account recent developments in Europe, changing European Union policies and the resulting business implications. The second edition of **Doing Business in Europe** draws an ever stronger link between the European business environment and the real business implications facing companies operating in Europe. This easy-to-follow text addresses the challenges and opportunities facing those doing business in Europe, while setting these in a global context.

New to this edition:

- Expanded coverage of **lobbying, globalization, customs and tax**
- **New real-life case studies** using a wide range of examples from across Europe and those looking to expand into the single market
- **Extensive pedagogical features** including a glossary, revised discussion questions and more mini case studies

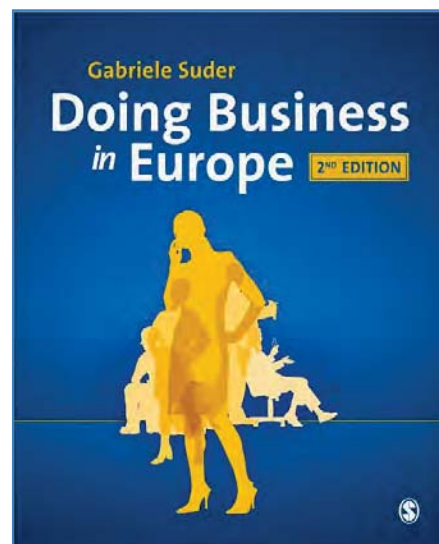
A comprehensive **companion website** (www.sagepub.co.uk/suder2e) provides you with full-text journal articles, an Instructor's Manual, PowerPoint slides and a country-by-country study. The website also provides additional case studies, video material, and a multiple choice testbank for lecturers.

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