

Europe's Hidden Potential: From Old Continent To New Superpower - Burkhard Schwenker

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Sandwiched between the US - the sole superpower at the turn of the millennium - and China as the expected next superpower, Europe is rarely discussed as a potential dealer of the 21st century. At best, it is seen as an able follower of trends set by others. At worst, it is regarded as a relic; a kind of vast open-air museum with a rich culture and good food, immersed in a glorious past with limited prospects. Europe's Hidden Potential explores how an overlooked and underrated continent can harness its potential to positively shape the global and economic future. As the world is looking for an alternative leader, this book shows how Europe can - and ought to - lead the way once more. Author: Schwenker, Burkhard Publisher: A&C Black Business Information and Development Illustration: N Language: ENG Title: Europe's Hidden Potential: From Old Continent to New Superpower Pages: 00224 (Encrypted EPUB) / 00224 (Encrypted PDF) On Sale: 2013-01-03 SKU-13/ISBN: 9781408192276 Category: Business & Economics : International - General

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