

Strategic Management - New Rules For Old Europe

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The European market presents numerous opportunities and challenges for business enterprises. In this anthology, lecturers and researchers of Saarland University's Europa-Institut present the latest findings and trends of their most important research topics. They discuss the present state of the art in European management, focussing on the areas of marketing & commerce, finance, human resource management & entrepreneurship, as well as European policy. Important environmental changes like the EU enlargement have been taken into account and the consequential challenges for Old Europe concerning management and policy are identified and analysed. "Strategic Management - New Rules for Old Europe" addresses researchers, students and executives in the areas of international management, business administration, organisation, marketing, commerce and human resource management. Univ.-Professor Dr. Christian Scholz holds the chair in Business Administration, in particular Organisation, Human Resource Management and Information Management at Saarland University, Germany. He is Director of the Institute of Management Competence and Director of the Europa-Institut at Saarland University, Germany. Univ.-Professor Dr. Joachim Zentes holds the chair in Business Administration, in particular Foreign Trade and International Management at Saarland University, Germany. He is Director of the Institute for Commerce & International Marketing and Director of the Europa-Institut at Saarland University, Germany. EAN/ISBN : 9783834992543 Publisher(s): Gabler Discussed keywords: Europa, Wirtschaft, Strategisches Management Format: ePub/PDF Author(s): Scholz, Christian - Zentes, Joachim

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