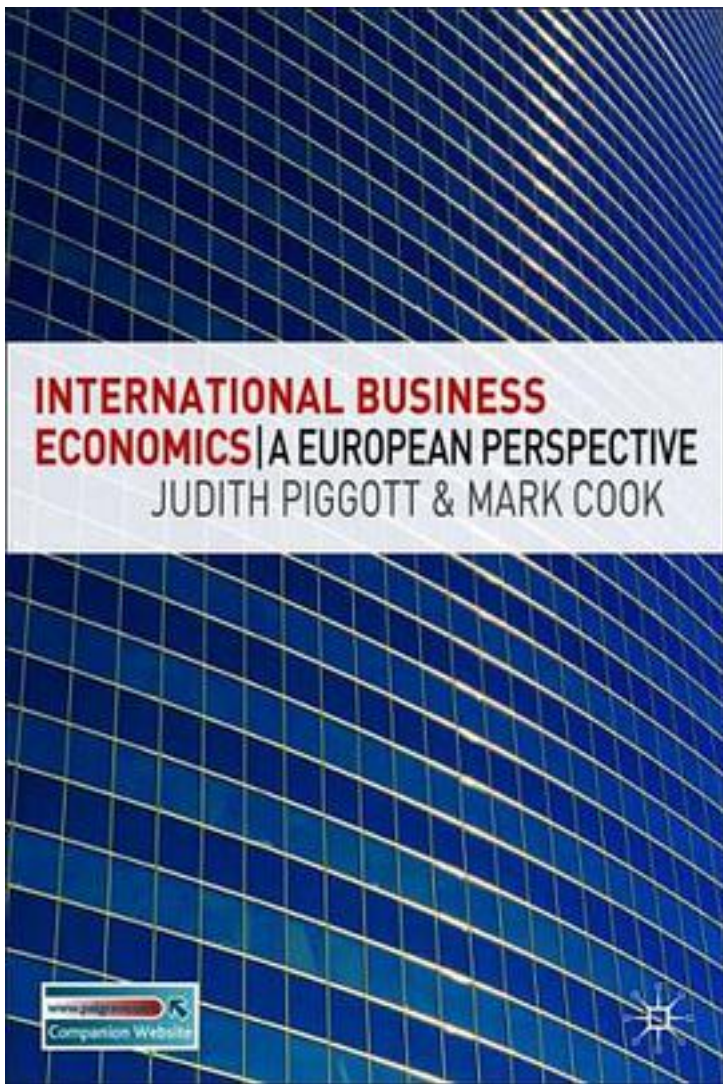


International Business Economics



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This book provides students with an understanding of the international business environment from a European perspective, but also within the broader context of how Europe and European business fit into the global economy. The text discusses changes taking place in the global economy and considers the challenges Europe is facing as the EU its businesses seek to maintain their position in an increasingly competitive world.

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