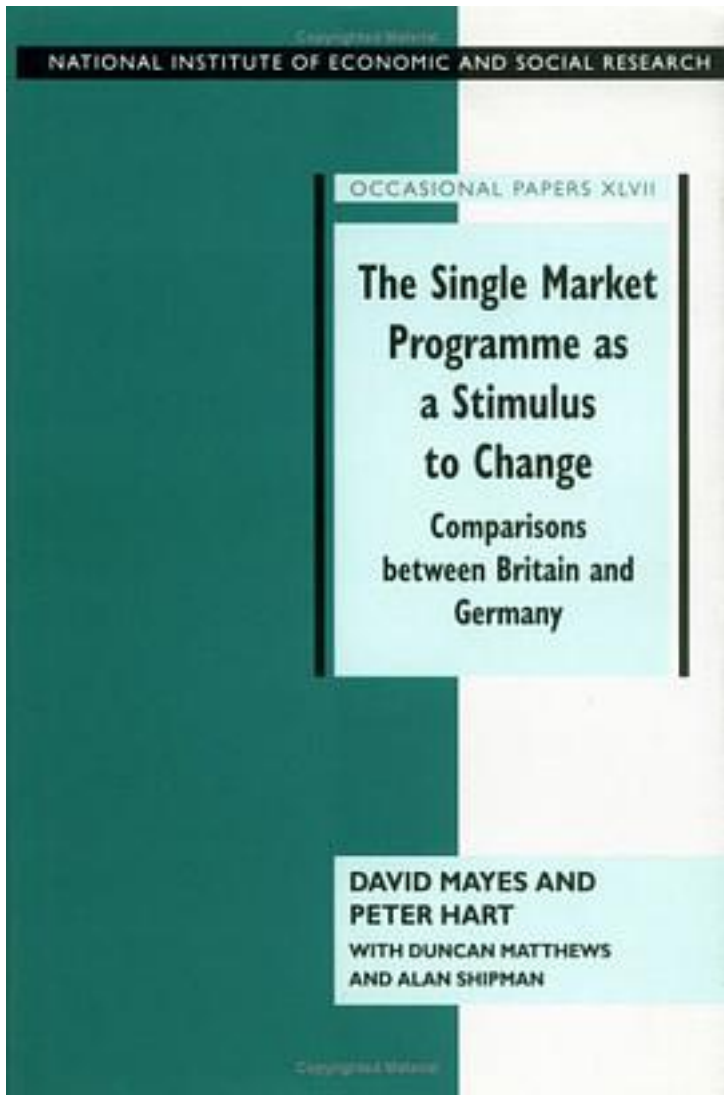


The Single Market Programme as a Stimulus to Change



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This 1994 book offers a comparison of British and German industries' reaction to the opportunities and threats offered by the single European market (SEM). It outlines the effect that the SEM was expected to have on the two countries and contrasts this with their actual progress based on published data and a detailed study of four industries. While the single European market has had an impact, many measures have had a far weaker effect than expected. The existence of other barriers not tackled by the SEM programme - weakened measures, poor implementation, global business trends and the recent recession - helps dominate the impact of the SEM. Nevertheless the SEM stands out as one of the striking influences on British and German industries for many years. Germany, with its geographical advantage and stronger manufacturing seems better placed to benefit, but the less regulated and often more flexible UK economy may have competitive advantages as the pressures increase.

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