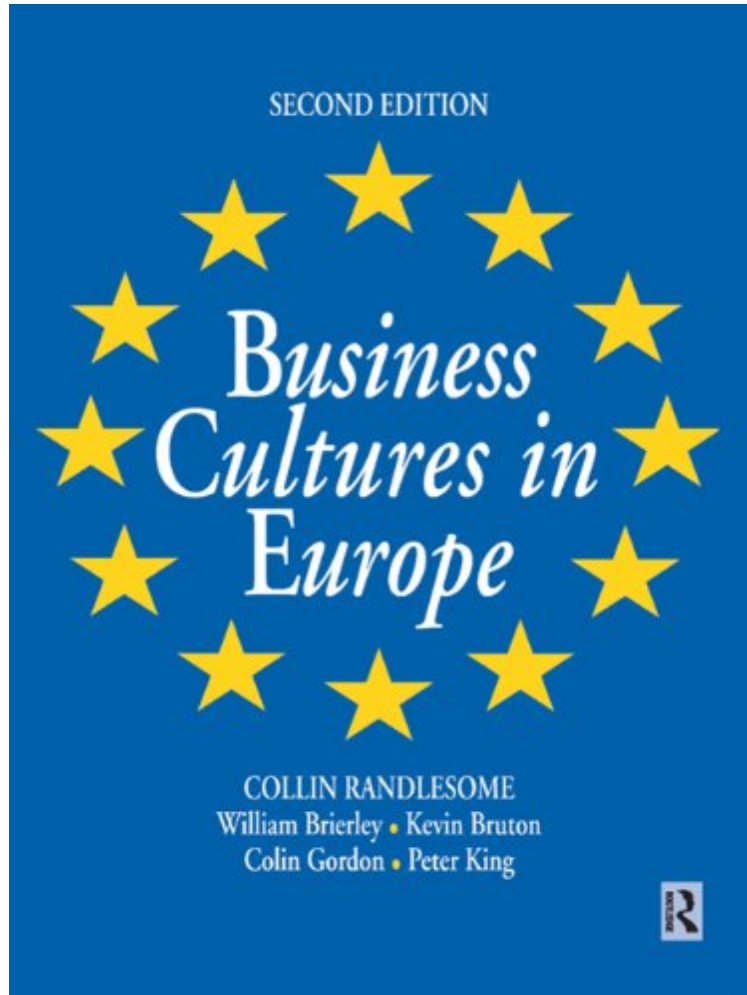


Business Cultures in Europe

William Brierley, Colin Gordon, Kevin Bruton, Peter King
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William Brierley, Colin Gordon, Kevin Bruton, Peter King : Business Cultures in Europe before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Cultures in Europe:

3 of 3 people found the following review helpful. Business Cultures in Europe By Nysten Johan E The title is something of a misnomer because only six countries are presented (Germany, France, Italy, UK, Spain and The Netherlands. Europe is after all slightly bigger. The section on Germany is split in two, East and West, which is not bad, but the information on the former East Germany is by now pretty much out of date. The book is easily read and contains useful information but a little too much of the old stereotyping.

Major changes which have occurred since this book was first published have been included in this edition. In particular, the chapter on Germany has been substantially revised and now includes a separate section on eastern Germany. The other five countries covered in the book have also witnessed changes in their business culture and these

have been taken into consideration. This book examines the background to business practice in Europe of six major countries: Germany, France, Italy, the UK, Spain and the Netherlands. Each chapter tracks the commercial development of that country in the late 1970s, 1980s and early 1990s, focusing on the business environment, special features affecting business, and the response to the EC's single market. The business culture section in each is divided further into business and government, business and the economy, business and the law, business and finance, business and the labour market, business and trade unions and business training, education and development. The text is organized in such a manner to enable cross-referencing between countries, and maps have been included in the new edition.

'... Many of the enduring mysteries of our European neighbours are clarified ...' Financial Times 'For the businessman rushing off to explore a new market in Europe, this easy-to-read and fast-flowing book is as essential as the travel guide - and it's the perfect companion on the train or plane to the continent.' Business East Midlands 'It is a book with all the hallmarks of a business Baedeker: a well-written and sharply focused compendium of useful and pertinent 'doing business in..' information about the six leading European Community countries...' Journal of General Management

From the Back Cover This book examines the background to business practice in Europe of six major countries: Germany, France, Italy, the UK, Spain and the Netherlands. Each chapter tracks the commercial development of that country in the late 1970s, 1980s and early 1990s. Focusing on the business environment, special features affecting business, and the response to the EC's single market.

About the Author Before joining Cranfield University, Collin spent seven years in Europe, lecturing at the Universities of Erlangen-Nuremberg and Basle prior to joining The English Institute in Zurich as Deputy Manager. He is the author of the Germany section in "The Making of Managers", a report on management education, training and development in the USA, West Germany, France, Japan and the UK; co-author of a standard work on British and American institutions; English language editor of a book on model business letters in German and English; and editor of and main contributor to "Business Cultures in Europe". Collin is also the author of a book entitled *The Business Culture in Germany*, published in May 1994. Collin's research and consultancy work focuses on companies with interests in Germany, Switzerland and Austria.