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International Business Economics: A European Perspective



Synopsis

This text explores international business economics from a European perspective, dealing not only within business in Europe but with the external trading relationships of the EU and the position of European firms in a globalized economy. An extensive website provides lecturers with support material. Also available is a companion website with extra features to accompany the text, please take a look by clicking below - <http://www.palgrave.com/business/piggott/>

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