

## Growing Complexity of the Global Marketplace

International Research in the Business Disciplines

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### About the Book

This volume continues this series of international business issues with an exploration of the development and growing complexity of the global marketplace. One section should be of particular interest to those involved in European business. Entitled "Enlarging the European Perspective", it deals with marketing strategy in post-Cold War Eastern Europe and European integration and banking in Greece. The international theme is further developed with chapters on Mexico, the US and Japan.



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