



The Business of Europe is Politics: Business Opportunity, Economic Nationalism and the Decaying Atlantic Alliance

Dimitris N. Chorafas

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It is no secret that Europe is currently undergoing a major economic and social crisis, so it is essential says Dimitris Chorafas that leaders of industry and finance within the EU, or doing business with the EU, know what is going on. What is it that threatens competitiveness and produces obstacles to providing a vibrant business landscape in the European Union? This book offers insight into the particular nature of the European cocktail of business and politics, explaining how that bears on trade and relations between, for example, continental Europe and the UK, across the Atlantic with the US, with Russia and with Asia. Dr Chorafas explains and critiques Europe's conflicting aims and what he describes as its wanting business plan. Case studies to illustrate the consequences for business of the deficiencies identified are included. With its mix of rigorously researched background and forthright argument, this timely book will satisfy those academics with an interest in the issues addressed and will also serve as a planning tool for business leaders and government executives trying to determine what they can do at enterprise level. The challenge is to survive and prosper in an environment where 'business is politics'.

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