1992-Planning for the Information Technology Industries: Researched and Compiled by Eurofi plc (International Business Intelligence Series)

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1992-Planning for the Information Technology Industries provides a summary of the relevant legislation, research programs, and proposals for the establishment of a single European market for information technology (IT). The development of the European Community's (EC) policy and the implications of its implementation for the EC and third country markets are examined. The views from a number of major organizations that operate in the telecommunications, broadcasting, and information services markets are considered to provide an insight into some of the factors influencing planning for 1992.

This book consists of nine chapters and opens with an overview of the EC's goal of establishing a single market for the European Union by 1992, followed by a discussion on the implications of this single market for industry, commerce, and individuals. The following chapters focus on the Single European Act; corporate issues such as mergers and acquisitions; telecommunications, broadcasting, and information sectors; and implications of a single European market for IT. The final chapter is devoted to the views of organizations in the IT industries such as the British Broadcasting Corporation, Sun Microsystems Limited, and the European Space Agency in terms of the opportunities, problems, and challenges of the single European market.

This monograph will be a valuable resource for corporate managers, especially those in the IT sector, as well as policymakers and industry regulators.

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