

CHAPTER EIGHT

EUROPEAN INTEGRATION



LEARNING OBJECTIVES

After studying this chapter, you should be able to

- 1 Explain the origins and the evolution of the EU
- 2 Explain how and why the institutional framework created by the EU is pivotal for business
- 3 Discuss the merits and drawbacks of the euro as a common currency
- 4 Participate in debates over the political institutions of the EU
- 5 Draw implications for action



OPENING CASE

A day in European business

Tuesday morning 5 a.m. A nearly empty motorway lies ahead of Marcus on a familiar route: he is heading for Munich airport. As a European manager, travelling negotiating and selling in different countries is his daily job.

Marcus is Vice President (VP) Northern Europe of an entrepreneurial company providing computer-aided design software for businesses such as architectural

firms, municipalities, automotive suppliers, aviation manufacturers, media and entertainment. His responsibilities include the definition of strategies for the region, budgeting for several European countries, negotiations with potential business partners and business reviews with his local teams, suppliers and partners.

After leaving the car in the car park and writing down the exact location (important!), he heads for the security check and his gate at International Departures.