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## CHAPTER 1

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### *Charting the European Community's Progress*

Describes what led to EC-92 and how it has developed to-date. A progress report and opportunity analysis. Appendix: Current European Community Statistics and Norman S. Fieleke's article, "Europe in 1992," from *New England Economic Review*. Vignettes: The Channel Tunnel and Euro Disneyland

## CHAPTER 2

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### *Assessing Executive Views on the Single Market*

Presents leading U.S. corporate executives' views on the importance of EC-92 and the opportunities it provides. What entry/marketing strategies predominate among U.S. MNCs. Survey data indicated corporate approaches and nature of problems. Vignettes: Separate U.S. small business and Canadian briefings.

## CHAPTER 3

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### *Organizing for EC-92*

Details how 20+ key U.S. firms are handling their European marketing structures and the changes they are making for the new European market. Contributed by James R. Krum. Vignettes: Westronic Inc. and National Instruments, Inc.

## CHAPTER 4

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### *Tracking Changes in Key Industries*

Provides a sectoral analysis of 10 key European industries. Emphasis on current prospects, level of concentration and expected outcomes.

Vignettes: Benetton, AIG, H. J. Heinz, Northern Telecom, and Buckeye Feeds.

Appendix: Thomas Bennett and Craig S. Hakkio, "Europe 1992: Implications for U.S. Firms," *Economic Review*. (Abridged Version).

## CHAPTER 5

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### *Identifying Entry and Marketing Strategies*

Offers North American firms a variety of potential entry forms and marketing strategies. Conditioned on firm size and European presence desired. (Alternatives offered for small, medium and large concerns.) Vignettes: Karg Corporation, Scottish Development Agency, A. C. Nielsen, Caterpillar, and Tupperware.

Appendix: John F. Magee, "1992: Moves Americans Must Make," *Harvard Business Review*, and Sandra Vandermerwe and Marc-Andre L'Huillier, "Euro-Consumers in 1992," *Business Horizons*.

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### *Looking to the Future: Some Alternative Scenarios*

Examines events that could alter the course of 1992. Considers their likelihood of occurrence and potential impact on the Single European Market.

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### A. *EC-92 Glossary of 12 Terms*

Adapted from Pradeep Rau and John Ryans, "An Executive's Guide to EC-92: A Glossary of Ten Terms," *Business*, September–October, 1989.

### B. *EC-92 Selected Bibliography*

An extensive selection of current EC-92 sources. Contributed by Cynthia C. Ryans.

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