Contents

Foreword by Karl Otto Pöhl Acknowledgements		υ
		ix
1	Introduction: Towards the Twenty-First Century	1
2	•	_
	United by Difference: the Formation of a European Identity	23
3	The Business of America is Business: a Consideration of How	
	America Gained its Business Hegemony	45
4	Miracle Workers: Development of the Japanese and German	
	Economies	71
5	Knowing the Field: the Asian Runners and Riders	101
6	Towards a Definition of a European Company	127
7	Confronting Culture	153
8	The Cultural Iceberg: a Guide to Cultural Differences both	
	Above and Below the Surface	177
9	European Culture: Asset or Liability?	207
10	Europe: the Practical Realities	231
11	Conclusion	259
Bibli	Bibliography	
Index		273