

Contents

Preface..... V

Changes in the Institutional Environment

Udo Broll / Sabine Hansen

European Labour Markets: From Low to High Labour Demand Elasticities 3

Wichard Woyke

Sense-Making Processes in the Council of Ministers: From the ECSC to the European Constitution 25

Karlheinz Küting / Matthias Heiden

Accounting in Europe: From National Accounting Charts to Globally Converging Standards..... 41

Hartmut Bieg / Gregor Krämer

Banking Supervision in Europe: From Basel I to Basel II 73

S. Ramakrishna Velamuri / Marc Sosna

European Entrepreneurship: From Deterministic Government Policy to Market Experimentation 83

Changes for Companies: Outside-Inside-Perspective

Ralf Terlutter / Peter Weinberg

Relationship Marketing in European Consumer Goods Markets: From Marketing Mix Orientation to Customer Life Cycle Management 123

Benoît Heilbrunn

The Delights and Dangers of Global Branding: From Worldwide Brands to a
Global/Local Dialectic..... 137

Bernhard Swoboda / Sandra Schwarz

Dynamics of the Internationalisation of European Retailing: From a National to a
European Perspective..... 159

Changes for Companies: Inside-Outside-Perspective

Volker Stein

European (Virtual) Team-Building: From Optimism to Efficiency 203

Christoph I. Barmeyer / Eric Davoine

International Corporate Cultures: From Helpless Global Convergence to
Constructive European Divergence 227

Hanna Schramm-Klein / Dirk Morschett

International Supplier Relationship Management: From Transactional to
Relational Purchasing 247

Consequences for Germany

Christian Scholz / Joachim Zentes

A Strategy Map for Germany: From Passive Self-Pity to Offensive Self-Renewal 273

Index of Authors 303

Index of Subjects..... 309