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GRIN Publishing Nov 2011, 2011. sonst. Bücher. Condition: Neu. Neuware - Essay from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: A, University of South Central Los Angeles, course: International Marketing, language: English, abstract: The euro was established in the wake of economic integration whereby a single currency would help to reduce fluctuation risks and to eliminate exchange costs while strengthening the single market for a more European Union stable economy and more geopolitical power. That landmark change has offered more opportunities for global marketing due to increased economic stability and growth, more integrated financial markets whereby foreign direct investment and cross-border marketing have been promoted. But, price transparency brought about due to the single currency has presented challenges to global marketing including grey marketing and transfer pricing issues in addition to national regulatory obstacles that have been making difficult penetration in the Euro zone service sector. 16 pp. Englisch.



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