

The Enlarged European Union

A detailed and insightful analysis of the prospects for the Enlarged Union

This new edition of *The Enlarged European Union* examines the impact of EU enlargement and looks at the political and legal framework, economic developments, trade issues, demographic shifts and the expanded market for consumer goods and services.

There are comparative socio-economic and lifestyle data for the countries in the expanded community, which highlight the size and dimension of these significant new markets.

Key Features

- Examine the business and political consequences of EU enlargement
- Compare statistical data across 33 EU and prospective EU countries
- Data researched from authoritative, official sources.
- Sources include international organisations such as the United Nations and OECD; National statistical offices and central banks; International and national trade and industry associations.

This book is split into four sections:

- The Enlarged Europe – An overview
- Comparative statistical data – 25 member states
- Profiles of 12 new members
- Marketing information sources

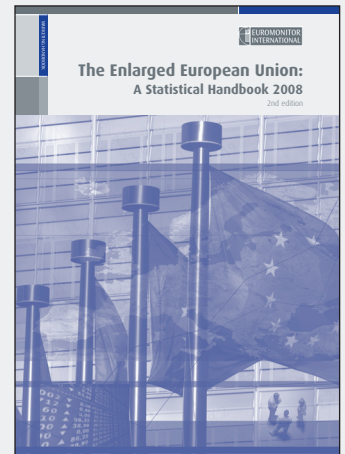
Thousands of organisations are contacted to research this information.

The principal sources of data are:

- International organisations such as the United Nations, Organisation for Economic Co-operation and Development and the International Monetary Fund
- National statistical offices and central banks in each country
- Industry study groups and unofficial research publishers
- Euromonitor International's own primary research

Reasons to buy this book

- Provides essential statistical information relevant to marketing planning and research
- Will save time by providing a wealth of hard-to-get information drawn from many sources



Information covered:

Political and legal framework • Population size and structure • Economic development and projections • External trade with the rest of the world • Enlarged consumer market • Income and expenditure patterns • Market size and potential • Media access and technology issues • Financial and capital markets • Future of the European Union

Geographic coverage:

EU Member states: Austria; Belgium; Bulgaria; Cyprus; Czech Republic; Denmark; Estonia; Finland; France; Germany; Greece; Hungary; Ireland; Italy; Latvia; Lithuania; Luxembourg; Malta; Netherlands; Poland; Portugal; Romania; Slovakia; Slovenia; Spain; Sweden; United Kingdom

Candidate countries: Croatia; Macedonia; Turkey

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