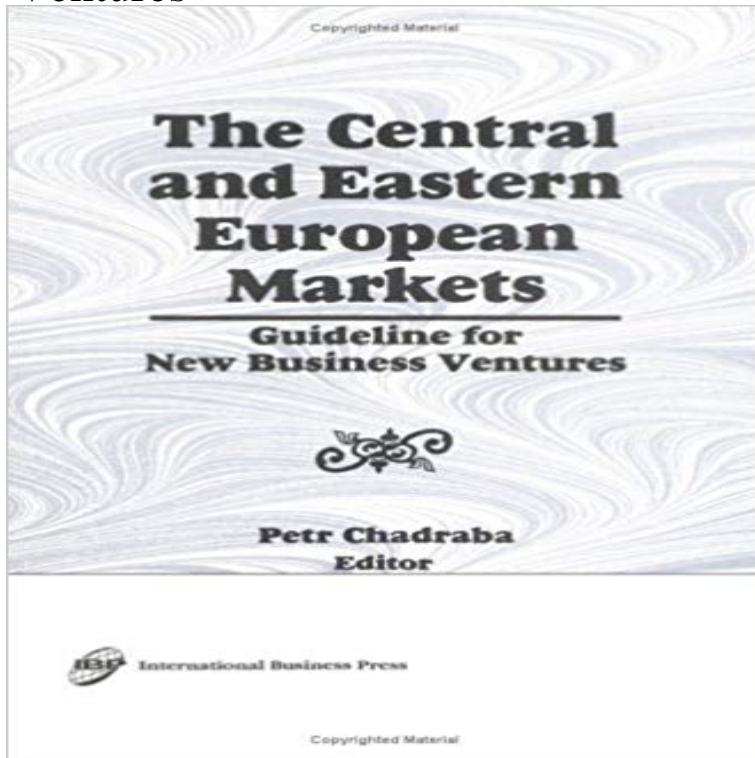


The Central and Eastern European Markets: Guideline for New Business Ventures



The Central and Eastern European Markets covers a variety of business topics dealing with Central and Eastern Europe and offers a unique picture of these new markets. Chapters contain accurate information on joint ventures, market entry strategies for Central and Eastern Europe, financing for activities in Eastern Europe, and assessing the Ukraine as a market. With direct experience of these business issues, the contributing authors explore these specific topics: how the Czechoslovak telecommunications system was upgraded through a joint venture entry and expansion decisions made by Western firms in the Ukraine and ways in which firms use relationships in the home and host market to reduce the risks of strategic investment decisions investment patterns, strategic market characteristics, and resulting entry strategies of Western firms active in Eastern Europe since the fall of the Iron Curtain macro changes taking place in Hungary, Poland, and Bulgaria and changing market environments specific to each country development trends in the marketing environment in Eastern Europe, options for market entry, and favored market penetration strategies. The Central and Eastern European Markets is an ideal source for detailed information needed by students researching business issues in these emerging markets. Professionals planning to enter or seeking to improve their market position in these regions can find specific business-related information and experience in this stimulating volume.

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