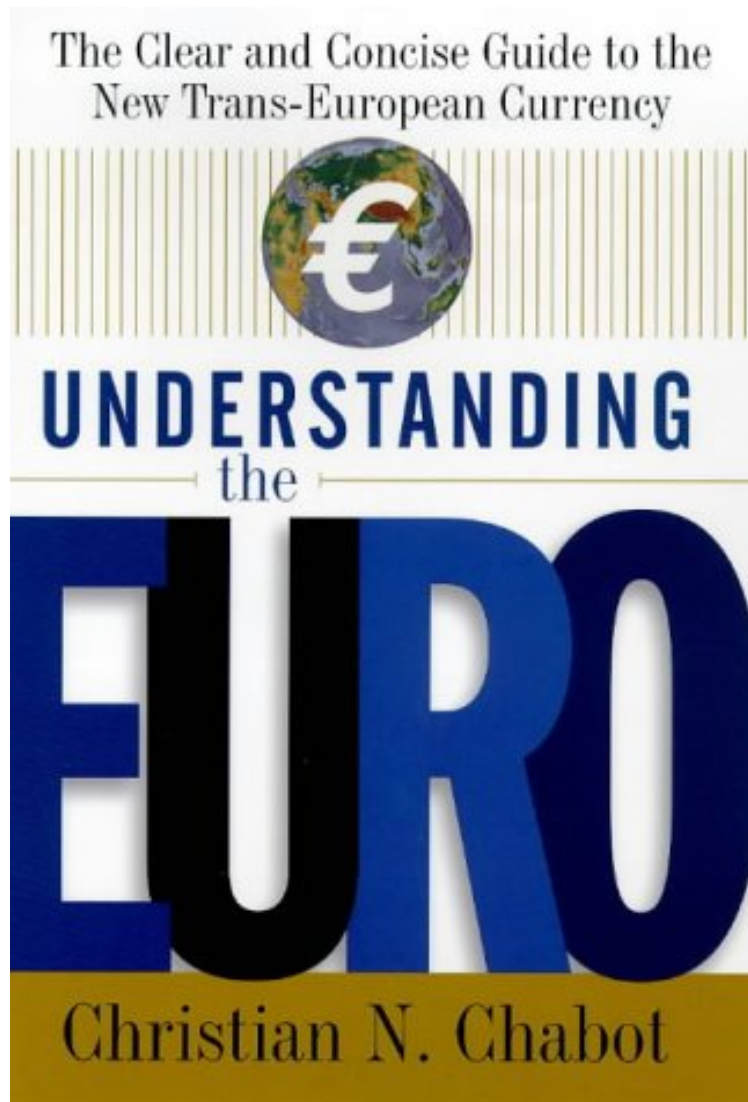


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Understanding the Euro

Christian Chabot

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Here's everything business professionals need to know about Europe's new monetary unit. As the euro is phased in from 1999 to 2002, it will make Europe the world's largest economic bloc, creating vast changes in all areas from finance to marketing. This guide concisely explains the euro in the context of global commerce. It features a Foreword by John Taylor, former economic adviser to Presidents Bush and Clinton; useful QAs and chapter summaries; a glossary of euro terminology; and key strategists' views of how the euro will affect businesses and investments worldwide.

.com Christian N. Chabot's *Understanding the Euro* is a well-rounded guide to the world's newest currency--whether you're planning to do business in Europe or just visit. Written in an easy-to-read question-and-answer format, the book shows how the euro is transforming Europe into a global economic powerhouse. Chabot writes, "This monetary revolution creates the second largest economic bloc in the world, a single market of almost 300 million people, a drastically changed European business environment and the first potential challenge to the supremacy of the US dollar." Chabot gives a concise history of the idea, which stems from Winston Churchill's call for a united European nation in 1946. He also looks at the risks and opportunities that the euro presents to both managers and investors and includes helpful charts that neatly summarize Euroland's 11 economies. --Dan Ring
From the Back Cover
Are you ready for the EURO? The euro is creating an entirely new playing field for global commerce. When this trans-European currency is completely phased in by 2002, it will transform Europe into one of the largest economic blocs in the world. It may even challenge the supremacy of the U.S. dollar, unleashing problems for unwary companies as well as profitable opportunities for the well-prepared. In a concise, accessible, and nontechnical style, *Understanding the Euro* explains the new currency and its worldwide ramifications. You'll find answers to your most pressing questions about the euro and what it will mean to your business: why the euro? when, where, and how is it being phased in? who are the holdouts, and will they eventually adopt the euro? how has the euro already changed European monetary policy? how will it affect international markets? what special effects will it have on particular industries and investments worldwide?