

Let's start with the biggest critique: the title of Gabriele Suder's book *Doing Business in Europe* is badly misleading. The geographic entity we call Europe consists of far more than the 28 countries forming the European Union upon which the business professor at SKEMA, France, concentrates in her work.

However, if you are looking for an introduction into context and effective strategies for doing business within the EU, this book may be just right for you. The author does a thorough job guiding her readers through the often-bemoaned complexities of the EU's institutions, rules and policies.



Starting with a brief chapter on the historic development of the EU, from the Schumann declaration to the treaty of Lisbon, she aims to explore the underlying process of European integration and what it means to the EU's business environment. Next, Suder discusses numerous aspects of what she calls "Business Europeanization," from choosing a location to competitive aspects, common policies, management strategies, IP convergence, and more.

The third part of the book, "Business Activity Functions in the European Environment," offers lots of substance to those unfamiliar with the ways in which business is done within the union. Suder takes a close look at economics, finance and funding, analysing the role of the European Central Bank, venture capital and private equity, accounting standards and stock exchange consolidation. With similar rigor, she explores EU-specific marketing and lobbying strategies. Here and elsewhere, each section is followed by a short case study that illustrates challenges and appropriate strategies to master them.

In the final part, the author presents a number of more extensive corporate case studies, from Europe's Airbus to the so-called Multi-Latinas (groups of Latin American companies expanding into the EU) and from Finnish clothing company Marimekko to Chinese white goods behemoth Haier. Though sometimes industry-specific, these cases share valuable best practices and lessons learned.

*Doing Business in Europe* is a textbook written for use in business schools. As such, it is comprehensive, as well as somewhat academic and dry. Nevertheless, companies of any size that seek to establish a broader business presence within the European Union, whether they are headquartered within Europe or outside of it, will find plenty of food for thought in this book.



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A seasoned former executive of Fortune 500 company, Texas Instruments, he regularly interacted with employees, customers, outsourcing partners, and third parties in numerous countries around the world, including many parts of Asia. Mr. Katz is the author of "Negotiating International Business" (2007) and "The Global Business Culture Guide" (2014).