



Sabine Urban (ed.)

## **Europe's Economic Future**

**Aspirations and Realities**

In English Language

1994, 316 pages, DM 68,—

ISBN 3-409-13228-7

“Europe's Economic Future” takes a new and original look at the evolution of Europe, setting aspirations against realities.

Eminent personalities from 9 European countries analyse recent developments in the fields of:

- economic policy,
- fiscality,
- insurance,
- information systems,
- distribution networks,
- cooperation relations between companies and
- progress of cultural transformation.

Europe is seen from these different and various angles as an entity full of vitality and rich in promise, in spite of having to deal with the obvious adaptation difficulties.

Students and professors of business administration, research centres and European organizations gain a critical and comparative vision of the European reality. This publication of Centre d'Etude des Sciences Appliquées à la Gestion at Strasbourg also gives constructive suggestions.

***Neuerscheinung***

**GABLER**

Helwig Schmied

## **R&D-Management in Europe**

**Productivity – Performance – International Co-operation**

1995, XI, 180 Seiten, Broschur DM 68,—  
ISBN 3-409-13233-3

At present, considerable efforts are being made in order to improve the efficiency of the R&D system in the private as well as in the public sector in Europe. However, many of these efforts have failed, because the way the R&D management functions is still poorly understood.

This stems from the fact that the output of R&D can not be quantified in monetary terms. The European R&D

system has developed its own set of rules and behaviours which are not officially laid down and which for outsiders are difficult to recognize.

Professor Helwig Schmied, an insider, who has been a researcher in both industry and public laboratories as well as a research manager and a university professor, transmits his inside knowledge of the R&D system in this book.