

*The Business of Europe is Politics
Business Opportunity, Economic Nationalism and the Decaying Atlantic
Alliance*

by Prof. Dr. Dimitris N. Chorafas

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reviewed by Christos Ladias *

The European Union (EU) is currently undergoing a major economic and social crisis, so it is essential that leaders of industry and finance within the EU, or doing business with the EU, know what the framework and developments are. This book offers insight into the particular nature of the European cocktail of business and politics, explaining how that bears on trade and relations between, for example, continental Europe and the UK, across the Atlantic with the US, with Russia and with Asia.

The book explains and critiques Europe's conflicting aims and describes the weaknesses of its business plan. Case studies to illustrate the consequences for business of the deficiencies identified are included. With its mix of rigorously researched background and forthright argument, this timely book will satisfy those academics with an interest in the issues addressed and will also serve as a planning tool for business leaders and government executives trying to determine what they can do at enterprise level. The challenge is to survive and prosper in an environment where 'business is politics'.

The book contemplates the present and future of the European Union and, by extension, of the North Atlantic Treaty Organization, since they share pretty much the same membership, along with some problems, mismanagement being among the most deeply rooted. The book looks at the Union's cocktail of business and politics, its conflicting aims and inadequate business practices, and its economic nationalism. The final section considers the decline of the Atlantic alliance. Among the specific topics are: France as a case study of Déclinisme in the Union, the perils of the Union's enlargement, case studies on economic nationalism, and energy supplies and new alliances. He discusses the 2010 Greek financial drama in an epilogue.

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The first part of the book starts with the description of the EU's Cocktail of Business and Politics, focusing both on the current situation and developing trends; it then describes the relationships among Britain, America, Russia and the EU, and concludes with the description of Déclinisme in the EU, focusing on a case study on France.

The second part of the book portrays the EU's Conflicting Aims and Inadequate Business Practices, from the point of view of politicians, managers and Parliamentarians of the EU. The second part also illustrates the EU's constitution and constitutional referendums, as well as the perils of the EU's enlargement.

The third part of the book depicts the EU's Economic Nationalism as a business opportunity, presenting different case studies on economic nationalism, such as the European aeronautics defence and space industrial giant.

The fourth part describes the Decline of the Atlantic Alliance, the case of Energy supplies and new alliances, concluding with an epilogue focusing on the 2010 Greek financial crisis.