Contents

| About the Authors | хi |
|---|----|
| Part I General | |
| The European Enterprise. Its Relevance and Problems | 3 |
| European Corporations: Ownership, Governance, Strategies and Structures. A Review of Five Countries: United Kingdom, Germany, France, Italy and Spain | 23 |
| Franco Amatori and Andrea Colli Europe as Home and Host to Multinational Enterprise | 37 |
| Common European Assets: A Japanese View on the 'European Enterprise' | 51 |
| Part II Impact of Brussels | |
| Defining a European Vehicle: Community Standards as Integration Tools or Trade Barriers for European Enterprises? Marine Moguen-Toursel | 67 |
| Scotch Over Bourbon: How British Principles of Accounting Became the Norm for Financial Reporting in Europe | 81 |

viii Contents

| The Impact of European Integration on Institutional Change in Switzerland |
|--|
| European Institutions and Enterprises in Sweden |
| Facilitating Technology Services: National and European Standards and the Shaping of FORCE Technology, 1940–2005 |
| Part III Europe as an Aim and as a Tool |
| The European Enterprise as a "Fortress" – The Rise and Fall of Unidata Between Common European Market and International Competition in the Early 1970s |
| Europeanisation and Americanisation: Converging Backgrounds of German and Dutch Top Managers, 1990–2005 |
| Suez Towards a European Enterprise (1982–2006)? |
| Greek Business in Southeast Europe: National, Regional, or European? 183 Margarita Dritsas |
| Did the Progressive Absorption of the French Paper Industry Create European Firms? |
| Part IV European Business or Business in Europe? |
| The Rise of the New Public Service Transnationals: European or Global Phenomenon? |
| Corporate Responses to Institutional Changes – the Effects of Europeanisation in the Case of Denmark, 1973–2003 |
| European, Global or Norwegian? The Norwegian Aluminium Companies, 1946–2005 |
| |

Contents ix

| Changing Transnational Affections. Orkla, Elkem and Norwegian Big Business, 1960–2004 | 253 |
|--|-----|
| Knut Sogner | 255 |
| European Challenges and Opportunities: The Role of Europe in the Internationalisation of Spanish Firms | 269 |
| Part V Conclusion | |
| The Development Toward a European Enterprise: Results | |
| and Conclusions | 283 |
| Harm G. Schröter | |