

## European Economic Studies Department

### Bruges European Business Case series (BEBC)

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The "**Bruges European Business Cases**" (BEBC) are business-oriented case studies which analyze the two-way interaction between the European Union and business or non-profit enterprises in Europe.

The BEBC are meant to promote business education with a European dimension and are disseminated to a large number of EU-officials and scholars to encourage the use of case methods and discussions on key strategy and business issues for European businesses, management and EU public affairs.

The series embraces cases on competitive and corporate strategy issues related to any industry and focuses on the strategic response of companies to European regulation, liberalization and common policies of the European Union.

The BEBC series includes cases which are ready to be tested in the classroom and provides, when appropriate, a teaching note to accompany the case and clarify the learning objectives.

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