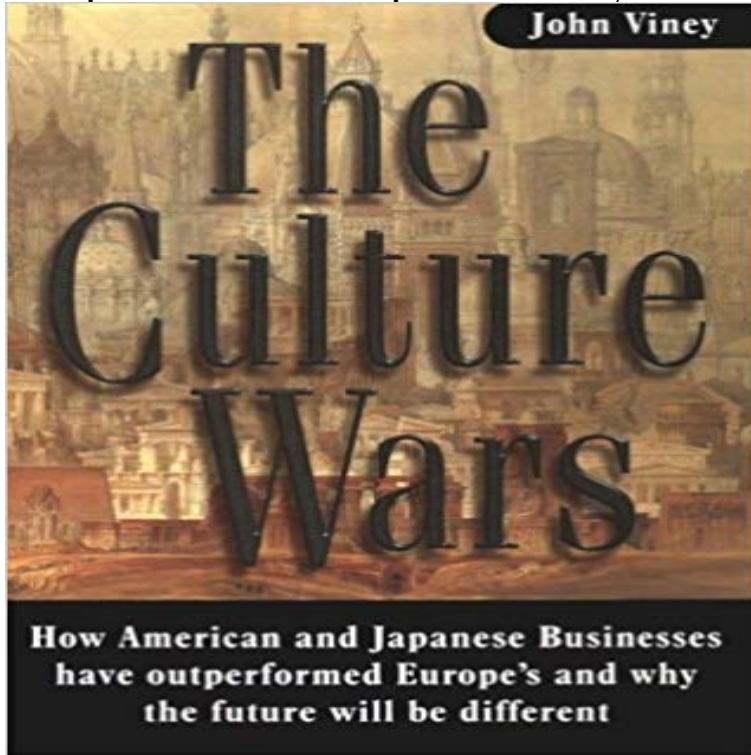


## The Culture Wars: How American and Japanese Businesses have Outperformed Europe's and why the Future will be Different



Through his job of placing the leading European men and women in their jobs, John Viney understands their motivation and capabilities and thus has a unique insiders view of our developing European business culture. Sir John Egan, Chief Executive, BAA plc This is a thoughtful provocative book on the critical business issues for Europe and what lies at the heart of Europe. It discusses whether in the 21st Century it can be competitive with the rest of the world. The answer in The Culture Wars is yes and what's more it tells us what needs to be done. Colin M. Sharman, Chairman, KPMG International In The Culture Wars John Viney tackles one of the most important issues of our time, how Europe can meet the global competitiveness challenge at a time when the world economy is being transformed by technology, communications and free trade. He rightly points out that Europe cannot win simply by trying to ape the Japanese, American or even the German model. If Europe is to win in the new millennium, it will need to develop its own unique and successful business culture. Meritism will be insufficient. John Jay, Managing Editor, Business News and City Editor, The Sunday Times The Culture Wars puts the cause for Europe in a different light. It does not talk much about politics or monetary union but concentrates rather on hard-nosed business issues. Thus, this business book is both compelling and highly relevant. Cob Stenham, Chairman, Arjo Wiggins Appleton plc

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