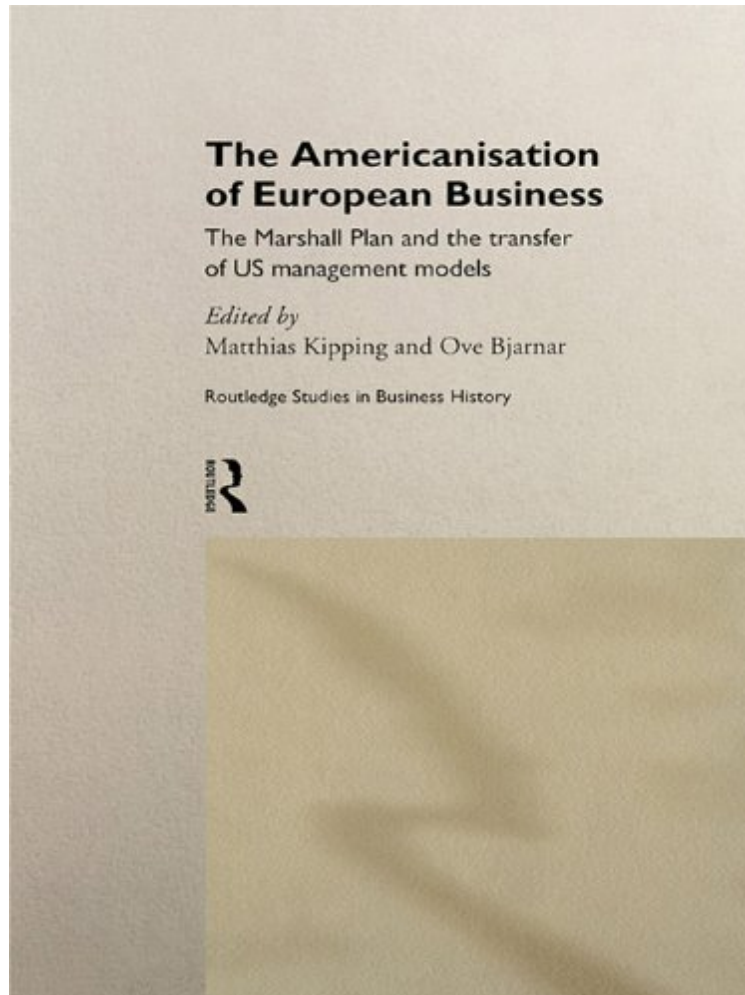


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political, cultural and institutional barriers. The final section contains the cases of three European companies which adopted American Management methods to a considerable extent during the 1950s and 1960s.

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