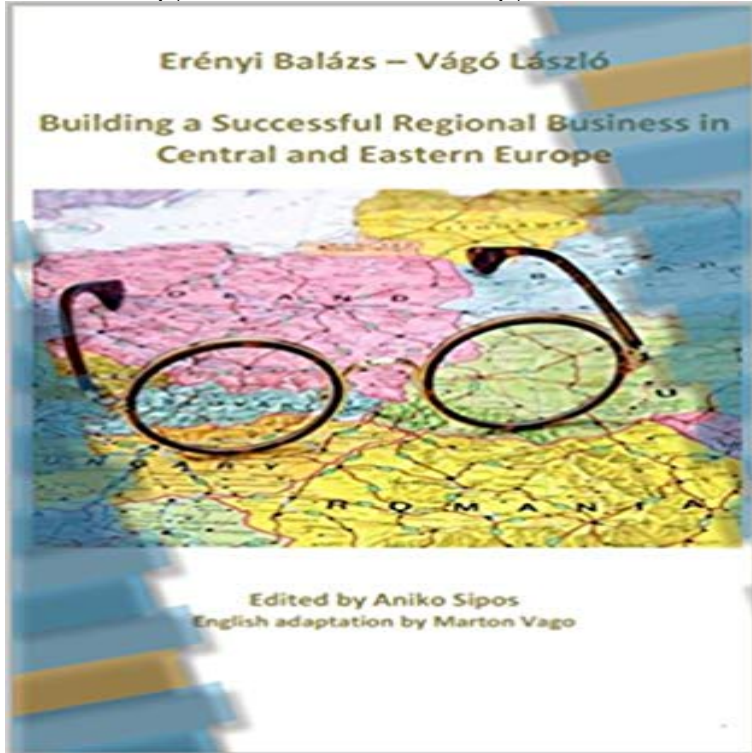


# Building a Successful Regional Business in Central and Eastern Europe



Despite the term localisation not having attained buzzword status, its importance in the operation of global businesses in Central and Eastern Europe is indisputable. For, although more than two decades have passed since the end of the Communist era, the complexity and distinctive features of our regional market alongside cultural differences may well pose problems to company executives even to this day.

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