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J. Lambin

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J. Lambin : Rethinking the Market Economy: New Challenges, New Ideas, New Opportunities before purchasing it in order to gauge whether or not it would be worth my time, and all praised Rethinking the Market Economy: New Challenges, New Ideas, New Opportunities:

This book explores the changing socio-economic and technological landscape of the 21 century and what it means. It adopts an industrial economic approach, whilst proposing a road map leading to the adoption of a 'societal market economy' model as an appealing and politically acceptable third-way between capitalism and socialism.

From the Back Cover "From" New York Times" bestselling author Francis Ray comes a novel about a hard-riding, headstrong Texan--and the one woman who could fulfill his wildest desires..." About the Author Jean-Jacques is also Professor Emeritus at the Universite Catholique de Louvain, Belgium, and is joint editor in chief of the European Business Forum (EBF). A specialist in strategic marketing, Lambin works as an analyst and consultant on problems of redeployment and restructuring of enterprises facing challenges due to the internationalisation of markets and market-driven management.