

THE EUROPEAN WEEKLY

# NEW EUROPE

**BULGARIA**  
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FINANCES

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PUBLISHING

## Management Guide BULGARIA

The Western European economic world perceives the new Bulgaria, first of all, as the EU's low-tax champion and its stable outlook for investments, and Bulgaria in 2007 attracted 21.1 percent of the total of foreign investments in 11 countries in South-East Europe. The Invest-Bulgaria Agency said it expects foreign direct investment to continue its upward trend in 2008. This is good news for the country.

Numerous foreign investors, with investment plans, agreements and contracts have their own business objectives. But how to realise them? The agency said this can be done through what it said is the highly-educated and motivated multilingual Bulgarian work force. The *Management Guide BULGARIA* focuses on this human dimension of economic cooperation. How is it possible to attract and retain Bulgarian employees? What are their values, motivations and aspirations? How to obtain trust, sympathy and recognition from Bulgarian partners and clients? How to successfully communicate and cooperate with Bulgarian management colleagues? What leadership style is best appropriated in today's Bulgaria that has a centuries-old history and cultural heritage but no market economy experience? This book will answer these and many more questions. The *Management Guide BULGARIA* is the work of 25 authors with experience in the Bulgarian market and cooperation



### Management Guide BULGARIA A Handbook for Investors and Executives (Engl.)

The Economy and Culture Series, Vol. 10

Edited by Susanne Mueller  
312 pages incl. 40 pages colour photos

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between Bulgarian and foreign partners. They are Bulgarian and foreign executives, university professors, diplomats and experts of Bulgarian national culture. Their articles present the newest research results about today's Bulgarian business culture, inclusive practical leadership experience and business success factors of investor companies. The last part of the book consists of 10 pages of crucial contact addresses for investors and expatriates. The intercultural *Management Guide BULGARIA*, with its combination of history,

culture, economy, management, law, organisational and personal experiences constitutes a key for a more profound understanding of Bulgarian mentality, of the cultural background, the values, feelings, habits, aspirations and resulting expectations of Bulgarian employees and business partners. Issued in the frame of *The Economy and Culture Series*, it wants to open and widen people's views, give information and orientation to foreign investors already established in Bulgaria. It also wants to encourage further foreign companies for FDI in Bulgaria and prepare them for successful cooperation with partners in this widely still unknown sunny European country on the Black Sea.