

**EUROPE'S HIDDEN POTENTIAL: HOW THE 'OLD  
CONTINENT' COULD TURN INTO A NEW SUPERPOWER**

Belle Tenorio

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Editorial Reviews. About the Author. Prof. Burkhard Schwenker is the Chairman of Roland Europe's Hidden Potential: How the 'Old Continent' Could Turn into a New Superpower - Kindle edition by Burkhard Europe's Hidden Potential: How the 'Old Continent' Could Turn into a New Superpower Kindle Edition. by.

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Europe's Hidden Potential explores how an 'overlooked and underrated' continent can harness.

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Other Nato and United States allies. In a nutshell, they prefer to focus on the divisive elements instead of the unifying ones. Other factors, too, tended to compromise the quality of the transatlantic relationship.

And a few months later, the ever-critical Varoufakis insisted that until Euro

Will the story really end this way? And while we Europeans certainly should not point fingers at the other side of the Atlantic but rather ask ourselves why we have been so willing to participate in the new games of the financial markets, one thing should not be ignored by us: the inherent feeling in many parts of the world that it is no longer healthy for a sole superpower to dictate the rules of doing business on our globe. Start Media Europe could become a new superpower in the 21st century - New book by ...

Burkhard studied business administration and mathematics. In a nutshell, t  
Schwenker. Russia may well have become one of Europe's biggest trading partners since the fall of the USSR; and the Russian market and Russian energy remain of considerable importance to many European countries.