

# **Economic and Business Effects of Ethnic Diversity in Western European Cities**

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#### **Abstracts**

Western European cities have long been a major draw for migrants from near and far, seeking to secure better life prospects for themselves and their families. In purely economic terms, migration stands to benefit cities as well, specifically by enhancing the local standard of living. Furthermore, businesses can take advantage of market opportunities since the foreign origin of migrants represents an additional factor in the differentiation strategy.

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