



Unlocking the Business Environment

John Brinkman, Ilve Navarro, Donna Harper

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The business environment is a fundamental subject in any Business Studies degree course. This new, student-friendly book divides the subject into the internal and external environment and, where relevant, discusses the interface between the two. It is written with the outward-looking student in mind and, as a result, encourages readers to reflect on what they have read and to consolidate their learning through regular self-testing exercises and discussion points. The text contains highly relevant and 'household name' case studies, ensuring that it is a highly topical and engaging book. Where organisational styles differ, the authors put forward the pros and cons of different points of view, ensuring that students have the information necessary to make up their own minds and develop management strategies of their own.

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