

1. Record Nr.	UNINA9910154643603321
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Titolo	The business environment // Ian Worthington and Chris Britton, Leicester Business School, De Montfort University, Leicester
Pubbl/distr/stampa	Harlow, England : , : Pearson, , 2015
ISBN	1-292-07460-4
Edizione	[Seventh edition.]
Descrizione fisica	1 online resource (504 pages)
Disciplina	658
Soggetti	Industrial management - Great Britain Industrial policy - Great Britain Industrial policy - European Union countries International economic relations Business European Union countries Commerce Great Britain Commerce
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Half Title Page -- Title Page -- Copyright Page -- Brief contents -- Contents -- Contributors -- Preface to the first edition -- Preface to the sixth edition -- Preface to the seventh edition -- Acknowledgements -- Guided tour -- Part One: Introduction -- 1: Business organisations: the external environment -- Learning outcomes and key terms -- Introduction -- The business organisation and its environment -- The general or contextual environment -- Mini case: The impact of regional economic conditions -- The immediate or operational environment -- Analysing the business environment -- Mini case: Fresh but not so easy -- Central themes -- Synopsis -- Summary of key points -- Case study: Facing the unexpected -- Review and discussion questions -- Assignments -- Further reading -- 2: Business organisations: the internal environment -- Learning outcomes and key terms -- Introduction -- The concept of the organisation: an initial comment -- Understanding the nature of organisations: theories of organisation and management -- Other theoretical approaches -- Organisational structures -- Mini case: 'Into the Dragon's Den' -- Mini

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