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Nota di contenuto	Better Business, GLOBAL EDITION -- Half Title Page -- Title page -- Copyright -- Dedication -- Brief Contents -- Contents -- About the Authors -- Acknowledgments -- Reviewers -- Preface -- Letter from the Authors -- Prologue -- Part 1: LOOKING AT THE BUSINESS ENVIRONMENT -- CHAPTER 1: Business Basics -- The Business Landscape -- Business Defined -- The Factors of Production -- THE LIST: Ten Tech Entrepreneurs-Under 30. Very Successful -- Common Business Challenges and Opportunities -- Competition -- ON TARGET: Nantucket Nectars: Tom and Tom's Partnership -- BizChat: Apple: Taking a Bite Out of Microsoft? -- Social Environment -- Globalization -- Technological Changes -- Types of Businesses -- Local and Regional Businesses -- National Businesses -- Multinational (International) Businesses -- Taking Business Personally -- Chapter 1: Summary -- Key Terms -- Self Test -- Team Time -- Ethics and Corporate Social Responsibility -- Web Exercises -- References -- CHAPTER 2: Economics and Banking -- The Basics of Economics -- Economics Defined -- Economic Systems -- Planned Economic Systems -- Market Economies -- Mixed Economies -- Business and Economics -- Determining Price: Supply and Demand -- Supply -- Demand -- Factors That Determine Price -- Factors That Affect Demand -- Factors

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