



The Business

By Graham Willcocks, Steve Morris, J.M. Baddeley

Hodder Stoughton General Division, United Kingdom, 2001. Paperback. Book Condition: New. 6th Revised edition. 269 x 200 mm. Language: N/A. Brand New Book. The Business gives a lively and contemporary overview of industry and commerce in society. It is designed for 16-19 year old students and is suitable for a wide range of courses including A level Business Studies and Advanced Business GNVQ. The book is written in a clear and accessible style and filled with relevant illustrations, photographs and activities. Every key business function is covered - marketing, design, information technology, finance, personnel, production, management and small business, with a final chapter on business integration for international success. The case studies, drawn from a range of businesses, are particularly relevant to students taking GNVQ as well as offering a wealth of information about business practice.



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