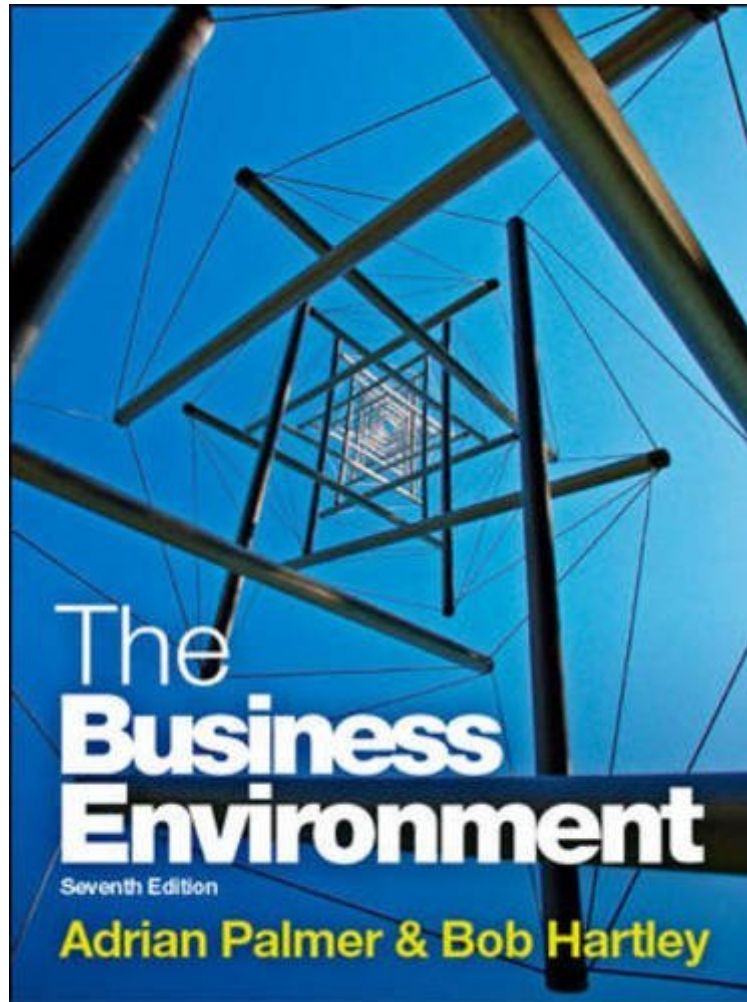


# The Business Environment

*Adrian Palmer*

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The seventh edition of The Business Environment has been perfectly tailored to cover the core topics that will be studied on an introductory Business Environment module. This fully updated new edition provides comprehensive coverage of the varying factors that make up the business environment, with a particular focus on how these factors impact business organisations and the decisions organisations make.

From the Back Cover7th edition The Business Environment Ian Worthington and Chris Britton In a fast-paced and constantly changing world, it is more important than ever to have a sound appreciation of the context in which

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- Put theory into practice, using a wide range of contemporary mini cases and case studies on (1) organisations including Microsoft, Facebook, Gazprom and Serco (2) issues such as foreign direct investment, fracking, the Eurozone crisis and Quantitative Easing.

Ian Worthington is Emeritus Professor of Corporate Sustainability and Chris Britton was formerly Principal Lecturer in the Leicester Business School, De Montfort University, Leicester, UK. About the Author Adrian Palmer is Professor of Marketing, University of Wales, Swansea and Affiliate Professor at ESC Rennes Business School, France. Bob Hartley is Associate Dean, Northampton Business School, The University of Northampton, UK.