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Enterprise and its Business Environment (Hardback)

By -

Goodfellow Publishers Limited, United Kingdom, 2016. Hardback. Condition: New. Language: English . Brand New Book. * Provides clarity to the confusing the field of business enterprise; * Draws on theories, concepts and models from the established business great and good; * Contains international case studies to illustrate and examine globalisation. For the first time in history, more than half of the world s businesses are small, however, the technological revolution has meant that some small firms are born global i.e. they operate in multiple markets and/or geographies from the outset. Business enterprises need to move and adapt quickly, in line with competition and changing customer tastes. The challenges they face to succeed are relentless. Enterprise and its Business Environment offers a clear and insightful introduction to the world of business enterprise and the inner workings of the firm. It explores the role of entrepreneurs, consumers and businesses to understand how their roles affect the production and allocation of good and services and provides a solid base from which those new to the study of business can develop their own interests in relation to the most powerful economic and entrepreneurial forces shaping the world in which we live. Enterprise and its...



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