The Business Environment: Themes and Issues

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FEATURES OF THE SECOND EDITION:

* Incorporates a large percentage of updated case and illustrative content, including material on the 2008 global financial crisis and its implications for the business environment

* Includes a new chapter (12) on equal business opportunities and restructures the rest of the chapters for greater consistency and accessibility

* Adopts an extremely student-friendly approach that includes a wide range of pedagogical features, an accessible writing style, and an attractive layout

* An extensive Companion Website includes numerous resources for students and instructors (click link at upper right)

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