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the BUSINESS ENVIRONMENT

themes and issues in a globalizing world



PAUL WETHERLY & DORRON OTTER

The Business Environment Themes And Issues

**Paul Wetherly, Otter Dorrn Wetherly
Paul**

The Business Environment Themes And Issues:

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The Business Environment Paul Wetherly, Dorron Otter, 2018 The only book with a themes and issues approach that encourages critical engagement with contemporary debates in the business environment **The Business Environment** Dorron Otter, 2011-01-20 Now in a new edition *The Business Environment* provides a unique and stimulating introduction to the subject Outlining the classic PESTLE structure in Part One it goes on to explore such key issues as globalization sustainability equal opportunities and entrepreneurship in Part Two Employing a highly engaging and accessible writing style the authors integrate coherent themes throughout the text helping students to gain a holistic understanding of the business environment They also introduce students to critical thinking with Stop and Think boxes **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 **The Business Environment** Paul Wetherly, Dorron Otter, 2013 **The Business Environment** Paul Wetherly, Dorron Otter, 2018 **The Business Environment** Paul Wetherly, Dorron Otter, 2014-05-14 This textbook presents key themes and issues that underpin the business environment The PESTLE framework is used to introduce the core political economic socio cultural technological legal and environmental business contexts This is followed by topical issues chapters covering contemporary areas in the business environment **The Business Environment: Themes & Issue** Paul Wetherly, 2010-05-14 *A Handbook of Corporate Governance and Social Responsibility* Güler Aras, 2016-03-16 The current economic situation has highlighted deficiencies in corporate governance while also showing the importance of stakeholder relations It has also raised the profile of the debates regarding corporate social responsibility and shown the inter relationship with governance And the two together are essential for sustainable business The social and environmental contexts of business are generally considered to be as significant as the economic and financial contexts and good governance will address all of these aspects The combination of these aspects offers long term benefits for a firm such as reducing risk and attracting new investors shareholders and more equity as well as sustainable performance Written by experts from all over the world *A Handbook of Corporate Governance and Social Responsibility* is the most authoritative single volume guide to the relationship between good governance and social responsibility and the reality of managing both

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highlights the key issues opportunities and challenges facing African firms industries cities and nations in their quest to compete successfully in the global economy Exploring a topic which has grown in importance as Africa faces a period of subdued economic development this edited collection takes a unique multi disciplinary multi industry and multi country approach The authors provide insights into a broad range of issues including competitiveness measurement and evaluation sectoral competitiveness of declining and emerging industries threats of the Dutch Disease and talent competitiveness This timely book offers a response to the urgent need for the diversification of economies and the advancement of manufacturing in Africa appealing to scholars of international business and economics

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