



The Global Business Environment Challenges and Responsibilities

4th edition

Janet Morrison

Macmillan International Higher Education

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The new edition of this bestselling textbook provides a comprehensive introduction to the business environment, coherently integrating cross-disciplinary topics from sociology, politics and economics. Truly international in approach the book encourages students to explore multiple perspectives and scenarios to prepare them for the highly globalised business operations of today. Thoroughly updated with topical discussion of both SMEs and large MNCs, a core principle remains the book's application to business. Enhanced by Janet Morrison's characteristically clear, authoritative writing style, and an unrivalled range of learning features, the book offers all the tools to support skills development, critical thinking and academic engagement. Ideal for undergraduate and MBA modules on the Business Environment or Business Contexts, the book is also suitable for International Business modules that aim to offer an introduction to the issues of global economics, in the context of other environments.

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FEATURES

- Rich and varied pedagogy designed to support student comprehension, retention and engagement
- Thought-provoking features and analytical commentary encourage employability-enhancing critical thinking skills
- A wealth of international examples; from Australia and South Korea to Iran and Mozambique
- Strong application to business with examples such as Google, Alibaba, Fyffes, Danone, HSBC and more
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