



Understanding Business Environments

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What are the forces shaping today's business world? *Understanding Business Environments* provides key readings which introduce the student to the factors underlying the business environment. Including chapters by gurus such as Anthony Giddens, Stuart Hall and Will Hutton, the book covers:

- * social forces including the social structure and long-term social change
- * technological factors including Information Technology and new production technologies
- * economic factors including the impact of macroeconomic policy and of the financial system
- * political factors including the legal environment and government-business relations.

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