



The Business Environment (Mixed media product)

By Phil Kelly, Andrew Ashwin

Cengage Learning EMEA, United Kingdom, 2013. Mixed media product. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book. The Business Environment provides a flexible and comprehensive learning experience for modern PESTLE-driven courses by using a two-tier approach. The book offers an accessible introduction to the business environment model, taking into account curriculum and blended learning developments. For those new to business and business economics it introduces the key concepts, theory and examples (covering marketing, human resource management, operations management, finance), whilst also maintaining the depth and rigour needed for both undergraduate and postgraduate level study. The accompanying CourseMate offers a host of practical material mapped specifically to each chapter, and provides the overall product with unrivalled depth and coverage for the levels targeted. This textbook is autopackaged with CourseMate. CourseMate brings course concepts to life with interactive learning, study, and exam preparation tools that support the printed textbook and the textbook-specific website. CourseMate includes an integrated eBook and interactive teaching and learning tools including quizzes, flashcards, videos, and more and an EngagementTracker, a first-of-its-kind tool that monitors student engagement in the course.



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