

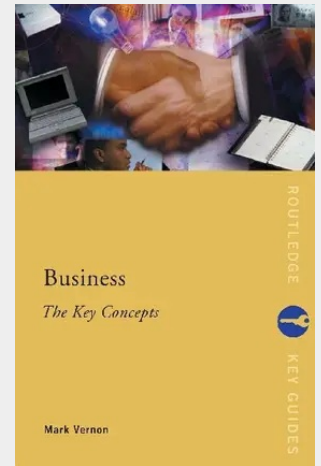
Vernon

Business

The Key Concepts

Here is a practical guide to the essentials of business. This book provides everything you need to know about the key concepts and terms, from accountability to zero-sum game. Everything from management, economics and finance to marketing, organizational behaviour and operations is covered in just the right amount of detail to make things clear and intelligible. Business: The Key Concepts: * is detailed yet approachable * considers new developments in business, notably eBusiness and contemporary business ethics * covers established subjects, taking an international and strategic perspective that balances theory and practice * suggests specific further reading for many concepts and also includes an extensive bibliography. Whether you're already in business and could do with a handy reference guide, or you're a student needing an introduction to the fundamentals, Business: The Key Concepts is the perfect companion.

Business: The Key Concepts provides everything you need to know about concepts and terms. It combines detail and accessibility and explores new developments in business.



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