



The Business Environment: Themes and Issues in a Globalizing World

By Paul Wetherly, Dorrin Otter

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The third edition of this successful text builds on its unique and stimulating approach to the business environment, expanding its well-received structure to encompass a more international perspective. Part One outlines the classic 'PESTLE' structure, while Part Two explores key issues such as globalization, sustainability, equal opportunities, and entrepreneurship. Written in a highly engaging and accessible style, the book introduces students to critical thinking via the 'stop and think' boxes. The coherent themes running throughout the book enable students to gain a holistic understanding of the business environment with an integrated global focus.

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Editorial Review

Review

"What differentiates the book is the application of theory to topical case studies, which gives the book a fresh, contemporary perspective. This approach enables students to effectively contextualise challenging subject matter. The structure of introducing the environmental factors in part one followed by the exploration and application of them to key global and national issues in part two is a fantastic approach"

--Giles McClelland, University of Central Lancashire

"I have yet to come across an alternative Business Environment textbook to rival Wetherly and Otter."

--Dr Jan Green, Glyndwr University

About the Author

Dr Paul Wetherly is Reader in Politics at Leeds Metropolitan University. He is module leader for Business Environment, which he has taught for several years. Paul's research interests include New Labour/Third Way and state theory, and he has many publications in these fields. Dorrton Otter is Principal Lecturer in Economics at Leeds Metropolitan University. His principal teaching and research interests are in the field of political economy, particularly in relation to development and global justice.

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Precisely why? Because this *The Business Environment: Themes and Issues in a Globalizing World* is an unordinary book that the inside of the reserve waiting for you to snap the item but latter it will shock you with the secret this inside. Reading this book adjacent to it was fantastic author who write the book in such amazing way makes the content inside of easier to understand, entertaining method but still convey the meaning fully. So , it is good for you for not hesitating having this any more or you going to regret it. This excellent book will give you a lot of advantages than the other book include such as help improving your talent and your critical thinking technique. So , still want to hesitate having that book? If I had been you I will go to the e-book store hurriedly.

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