



The Business Environment: Themes and Issues

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Key Features Retains a unique take on the topic area, looking at the themes and issues within the business environment rather than solely concentrating on the more standard PESTLE approach, which helps to emphasise the key point of this subject: the inter-relatedness of business and the environment. An extensive Online Resource Centre (offering resources such as Oxford NewsNow) provides all the teaching and learning materials needed to support each chapter, removing the need for lecturers to look for additional class and test materials, and giving students the resources they need to check and build on their understanding. The new edition offers an extremely user-friendly approach with a wide range of pedagogical features, an accessible writing style and attractive layout, to help students readily engage with the material. New to this edition Content has been updated throughout, with a large proportion of new case and illustrative material added. The chapters have been re-structured and include a new chapter on equal business opportunities (chapter 12). The editors have further improved the accessibility and consistency of all the contributed chapters and updated the book thoroughly to incorporate numerous developments including the global financial crisis and its implications for the business environment. About the Book: The Business Environment: Themes and Issues, 2/e These and other questions are tackled in this text, providing a unique and stimulating approach to the business environment. While the classic PESTLE structure is outlined in Part One, Part Two is used to explore key issues such as globalization, sustainability, equal opportunities, and entrepreneurship. Written in a highly engaging and accessible style, the book enables you to think analytically and critically about business in its environment.



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