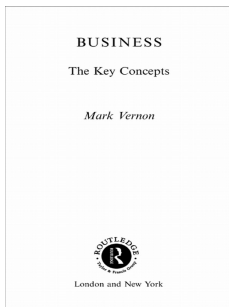


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BUSINESS THE KEY CONCEPTS EBOOKS 2019



Author: Mark Vernon

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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. It considers new developments in business, notably eBusiness and contemporary business ethics. It covers established subjects, taking an international and strategic perspective that balances theory and practice. It 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.

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