



# The Business Environment

*By Adrian Palmer, Bob Hartley*

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The new edition of "The Business Environment" builds on all of the strengths of the previous edition, whilst expanding coverage on social responsibility, ethics, banking systems, money markets and the natural environment. A new contents list reflects the order in which most business environment courses are taught, and new case studies and coverage of key areas bring the book right up-to-date.

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## Editorial Review

From the Back Cover

sixth edition

***The Business Environment***

Ian Worthington and Chris Britton

In a fast-paced and constantly changing world, it is more important than ever to have a sound appreciation of the context in which business organisations exist and operate. Now in its sixth edition, this bestselling textbook offers a comprehensive, yet accessible, introduction to the wide range of external influences that affect business operations and decisions in today's increasingly globalised world.

*How do changing, and often unpredictable, economic or political conditions impact on business?*

*What role do environmental responsibility and ethics have to play in business decisions?*

*How are business organisations affected by globalisation?*

Using well-known examples and case studies from a broad range of organisations, this sixth edition of *The Business Environment* addresses these key questions and many more. A brand new chapter on the global context of business, together with new International Business in Action case studies, illustrates the global nature of today's world of business.

- Explore all the issues which are critical to understanding the business environment and learn how these impact on organisations of all types and size.
- Benefit from up-to-date information and accessible analysis of both the macro- and micro-environmental influences that affect business organisations today.
- Put theory into practice, using case studies on organisations including Tata Motors, GlaxoSmithKline, Mars, VW, JCB, Toyota and Sony – and issues such as global food prices, productivity and EU enlargement.

**Ian Worthington** is Professor of Corporate Sustainability, and **Chris Britton** is Principal Lecturer, in the Department of Strategy and Management at Leicester Business School, De Montfort University.

### About the Author

Adrian Palmer is Professor of Services Marketing, University of Gloucestershire, Cheltenham, UK. Bob Hartley is Associate Dean, Northampton Business School, University of Northampton, UK.

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