



Business and Its Environment (4th Edition)

By David Baron

Pearson Education, 2002. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - ANTITRUST AND REGULATION. INFORMATION INDUSTRIES AND THE INTERNET. GLOBALIZATION AND INTERNATIONAL POLITICAL ECONOMY. ACTIVISTS AND THE MEDIA. ETHICS AND CORPORATE SOCIAL RESPONSIBILITY. All the information you need about the issues that affect business today. The Fourth Edition is a thoroughly updated version of David Baron's best-selling Business and Its Environment. The book considers a set of important business issues involving the public and government and emphasizes strategies for effectively and responsibly addressing those issues. The conceptual frameworks presented give the reader a deeper understanding of the environment of business and a solid foundation for strategy formulation. The approach taken is managerial in both subject matter and in the 73 cases in the book. The Fourth Edition includes:rn - a new chapter on information industries and the Internet - a new chapter on law and markets, including intellectual property protection, contracts, and torts - chapters on China, the European Union, and Japan - cases on environmental protection, pharmaceuticals, information technology, the Internet, international trade, ethics, corporate social responsibility, the public and the news media, interest group competition,...



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