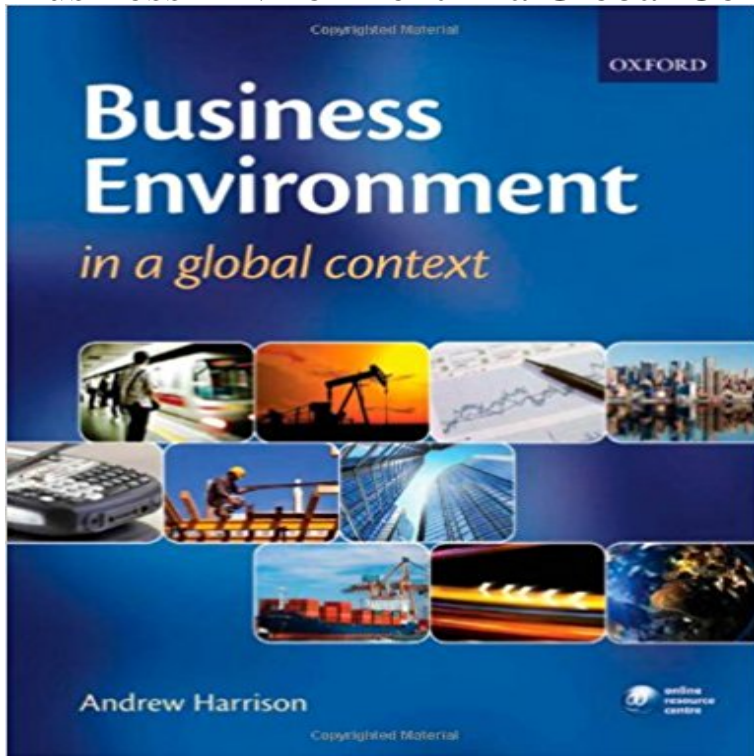


Business Environment in a Global Context



This is the first textbook on the business environment written for postgraduate courses, specifically providing the theoretical rigour and international focus required. The global context of Andrew Harrison's textbook provides a backdrop against which a variety of external elements of the business environment can be viewed. Harrison explores the key issues influencing the environment at different spatial levels, including the impact of globalization. A full complement of pedagogical features are consistently applied throughout the book to support students and to ensure they benefit fully from the international content of Harrison's work. The book is packed with up-to-date examples from the World Cup to no-frills airlines and companies such as Nokia and Ericsson, while covering the latest effects of the global financial crisis. Figures and diagrams are employed throughout the book to bring the concepts of the business environment to life. Harrison includes opening scenarios to catch the readers' attention, and discussion questions, research topics, and case studies to encourage discussion and further exploration of topics. A brief introduction to economics is supplied at the end of chapter 1, for those students who require additional support in this area. Online Resource Centre For Lecturers: Lecture notes PowerPoint slides Assignment scenarios and questions Guidance on discussion questions and cases For Students: Chapter and case study updates Annotated web links Updates on research topics Additional economics and politics support

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