The Business Environment: Themes and Issues

By Paul Wetherly, Dorron Otter

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Now in a new edition, *The Business Environment* provides a unique and stimulating introduction to the subject. Outlining the classic "PESTLE" structure in Part One, it goes on to explore such key issues as globalization, sustainability, equal opportunities, and entrepreneurship in Part Two. Employing a highly engaging and accessible writing style, the authors integrate coherent themes throughout the text, helping students to gain a holistic understanding of the business environment. They also introduce students to critical thinking with "Stop and Think" boxes.

FEATURES OF THE SECOND EDITION:

* Incorporates a large percentage of updated case and illustrative content, including material on the 2008 global financial crisis and its implications for the business environment

* Includes a new chapter (12) on equal business opportunities and restructures the rest of the chapters for greater consistency and accessibility

* Adopts an extremely student-friendly approach that includes a wide range of pedagogical features, an accessible writing style, and an attractive layout

* An extensive Companion Website includes numerous resources for students and instructors (click link at upper right)

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