

The Business Environment: Themes and Issues in a Globalizing World

Paul, Dr Wetherly, Dorron Otter



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The Business Environment: Themes and Issues in a **Globalizing World**

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The Business Environment: Themes and Issues in a Globalizing World Paul, Dr Wetherly, Dorron Otter The third edition of this successful text builds on its unique and stimulating approach to the business environment, expanding its well-received structure to encompass a more international perspective. Part One outlines the classic 'PESTLE' structure, while Part Two explores key issues such as globalization, sustainability, equal opportunities, and entrepreneurship. Written in a highly engaging and accessible style, the book introduces students to critical thinking via the 'stop and think' boxes. The coherent themes running throughout the book enable students to gain a holistic understanding of the business environment with an integrated global focus. The Business Environment 3e is supported by an extensive Online Resource Centre, featuring: Student resources: Multiple-choice questions Author podcasts Lecturer resources: Figures and tables from the text Lecturer's guide to each chapter PowerPoint slides Answers to review questions Test bank



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