

Business Basics International Edition Oxford

Business Basics International Edition Oxford Business Basics International Edition Oxford This book provides a comprehensive introduction to the fundamentals of business specifically tailored for an international audience It follows a modular approach covering key business areas in separate chapters Each chapter offers a clear and concise explanation of the topic supported by realworld examples and case studies from across the globe Target Audience Students pursuing business degrees at undergraduate or postgraduate levels Individuals entering the business world particularly those working in international environments Professionals seeking to refresh their knowledge of basic business principles Key Features International Focus Throughout the book examples and case studies are drawn from diverse cultural contexts and global business scenarios Practical Relevance The content is grounded in realworld applications equipping readers with the practical skills and knowledge needed to succeed in a globalized marketplace Clear and Engaging Writing Style The book uses simple and straightforward language making it accessible to readers from various backgrounds and language abilities Interactive Learning Features Engaging activities case studies and reallife scenarios encourage active learning and critical thinking UptoDate Content The book incorporates the latest trends and developments in the global business landscape Focus on Key Business Disciplines The book covers essential topics such as Management Principles of leadership decisionmaking organizational structure and strategic planning Marketing Understanding consumer behavior developing marketing strategies and managing the marketing mix Finance Key financial concepts budgeting financial analysis and investment strategies Operations Production processes supply chain management quality control and logistics Human Resources Employee recruitment training motivation and performance management 2 Ethics and Social Responsibility Ethical considerations in business corporate social responsibility and sustainability Entrepreneurship Identifying opportunities developing business plans and launching new ventures Accessible Resources The book includes supplementary online resources such as interactive exercises quizzes and further reading materials Chapter Part 1 Foundations of Business 1 The Global Business Environment An introduction to the global marketplace including factors influencing business decisions and the role of culture in international business 2 Understanding the Business Landscape Explores key concepts like business models competitive advantage and different types of business structures 3 Ethics and Social Responsibility in a Global Context Discusses ethical considerations in international business corporate social responsibility and sustainable business practices Part 2 Core Business Functions 4 Management in a Global Context Explores different management styles organizational structures and the challenges of managing diverse teams across borders 5 Marketing in a Globalized

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