



Business Environment in a Global Context

Andrew Harrison

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Andrew Harrison has expertly authored this engaging text on the business environment, offering theoretical rigour, along with a truly global focus, and an understanding of the economic dimensions of the subject. The text takes a unique approach exploring the business environment at different spatial levels (global, international, national, and regional), in different dimensions (culture, ethics, internationalization, markets, technology, and risk) and in the main geopolitical regions (Europe, the Americas, Asia, and Africa).

The text is packed with up-to-date case studies that demonstrate how international companies are affected by, and deal with, serious global issues ranging from the Arab uprising to the growing influence of the BRIC countries. Practical insights interspersed in each chapter provide balanced commentary on the key issues and topics discussed, with further research being prompted by related questions.

The text is accompanied by an Online Resource Centre, which includes:

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