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SEVENTH EDITION - GBV

PHIL KELLY Preface Acknowledgements About the Authors Walk-Through Tour IX xii xiii xiv 15 The International Context of Management 161 Section 8 Management Planning 176 Case Study - Strategic Objectives at Montblanc - A Luxury Goods Manufacturer in Retail 177 Job Design and Business Process Re-engineering 227 Section 9 Organizing for

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Business Environment 73 decisions and actions of governments, consumers, other business firms and even non-government organisations (NGOs) like CSE In this chapter, we shall identify certain important external forces (or environmental conditions) and their impact on the operations of business enterprises Meaning of Business environment

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