

FMC: L4 - Business Environment

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@book{Brooks_Weatherston_2010, address={Harlow}, edition={2nd ed}, title={The international business environment: challenges and changes}, publisher={Financial Times Prentice Hall}, author={Brooks, Ian and Weatherston, Jamie}, year={2010} }

@book{Brooks_Weatherston_Wilkinson_2011, address={Harlow, England}, edition={2nd ed}, title={The international business environment: challenges and changes}, url={https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=5137424}, publisher={Financial Times/Prentice Hall}, author={Brooks, Ian and Weatherston, Jamie and Wilkinson, Graham}, year={2011} }

@book{Crane_Matten_2016, address={Oxford}, edition={Fourth edition}, title={Business ethics: managing corporate citizenship and sustainability in the age of globalization}, publisher={Oxford University Press}, author={Crane, Andrew and Matten, Dirk}, year={2016} }

@inbook{de Mooij, M K_2019, address={Los Angeles}, edition={5th edition}, title={Dimensions of culture}, booktitle={Global marketing and advertising : understanding cultural paradoxes}, publisher={SAGE}, author={de Mooij, M K}, year={2019}, pages={105-150} }

@book{Dicken_2015, address={Los Angeles}, edition={Seventh edition}, title={Global shift: mapping the changing contours of the world economy}, publisher={SAGE}, author={Dicken, Peter}, year={2015} }

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@book{Morrison_Morrison_2011, address={Basingstoke}, edition={3rd ed}, title={The global business environment: meeting the challenges}, publisher={Palgrave Macmillan}, author={Morrison, Janet and Morrison, Janet}, year={2011} }

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@book{Parkin_Powell_Matthews_2012, address={Harlow}, edition={European ed}, title={Essential economics}, publisher={Pearson}, author={Parkin, Michael and Powell, Melanie and Matthews, Kent}, year={2012} }

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@book{Sloman_Garratt_2016a, address={Harlow, England}, edition={Seventh edition}, title={Essentials of economics}, url={https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=5174788}, publisher={Pearson}, author={Sloman, John and Garratt, Dean}, year={2016} }

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@book{Usunier_Lee_2013a, address={Harlow, England}, edition={Sixth edition}, title={Marketing across cultures}, url={https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=5138969}, publisher={Pearson}, author={Usunier, Jean-Claude and Lee, Julie Anne}, year={2013} }

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