

FMC: L4 - Business Environment

[View Online](#)

-
1. Brooks, I., Weatherston, J., Wilkinson, G.: The international business environment: challenges and changes. Financial Times/Prentice Hall, Harlow, England (2011).

 2. Brooks, I., Weatherston, J.: The international business environment: challenges and changes. Financial Times Prentice Hall, Harlow (2010).

 3. Crane, A., Matten, D.: Business ethics: managing corporate citizenship and sustainability in the age of globalization. Oxford University Press, Oxford (2016).

 4. Dicken, P.: Global shift: mapping the changing contours of the world economy. SAGE, Los Angeles (2015).

 5. Hamilton, L., Webster, P.: The international business environment. Oxford University Press, Oxford (2009).

 6. Morrison, J., Morrison, J.: The global business environment: meeting the challenges. Palgrave Macmillan, Basingstoke (2011).

7.

Palmer, A., Hartley, B.: The business environment. McGraw-Hill Higher Education, London (2012).

8.

Parker, B., ebrary, Inc: Introduction to globalization and business: relationships and responsibilities. SAGE, London (2005).

9.

Parker, B.: Introduction to globalization and business: relationships and responsibilities. SAGE, London (2005).

10.

Wetherly, P., Otter, D. eds: The business environment: themes and issues. Oxford University Press, Oxford (2011).

11.

Wetherly, P., Otter, D.: The business environment: themes and issues. Oxford University Press, Oxford (2011).

12.

Worthington, I., ebrary, Inc: Greening business: research, theory, and practice. Oxford University Press, Oxford (2013).

13.

Worthington, I., Britton, C.: The business environment. Pearson, Boston (2015).

14.

Parkin, M., Powell, M., Matthews, K.: Essential economics. Pearson, Harlow (2012).

15.

Sloman, J., Garratt, D.: Essentials of economics. Pearson, Harlow, England (2016).

16.

Sloman, J., Garratt, D.: Essentials of economics. Pearson, Upper Saddle River (2016).

17.

Heywood, A.: Politics. Palgrave Macmillan, Basingstoke (2013).

18.

Savigny, H., Marsden, L.: Doing political science and international relations: theories in action. Palgrave Macmillan, Basingstoke (2011).

19.

Mooij, M.K. de: Global marketing and advertising: understanding cultural paradoxes. SAGE, Los Angeles (2014).

20.

Usunier, J.-C., Lee, J.A.: Marketing across cultures. Pearson, Harlow, England (2013).

21.

Usunier, J.-C., Lee, J.A.: Marketing across cultures. Pearson, Harlow, England (2013).

22.

The Economist. The Economist.

23.

de Mooij, M K: Dimensions of culture. In: Global marketing and advertising : understanding cultural paradoxes. pp. 105–150. SAGE, Los Angeles (2019).