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sixth edition

The Business Environment

Ian Worthington and Chris Britton

In a fast-paced and constantly changing world, it is more important than ever to have a sound appreciation of the context in which business organisations exist and operate. Now in its sixth edition, this bestselling textbook offers a comprehensive, yet accessible, introduction to the wide range of external influences that affect business operations and decisions in today's increasingly globalised world.

How do changing, and often unpredictable, economic or political conditions impact on business?

What role do environmental responsibility and ethics have to play in business decisions?

How are business organisations affected by globalisation?

Using well-known examples and case studies from a broad range of organisations, this sixth edition of The Business Environment addresses these key questions and many more. A brand new chapter on the global context of business, together with new International Business in Action case studies, illustrates the global nature of today's world of business.

- Explore all the issues which are critical to understanding the business environment and learn how these impact on organisations of all types and size.
- Benefit from up-to-date information and accessible analysis of both the macro- and micro-environmental influences that affect business organisations today.
- Put theory into practice, using case studies on organisations including Tata Motors, GlaxoSmithKline, Mars, VW, JCB, Toyota and Sony – and issues such as global food prices, productivity and EU enlargement.

Ian Worthington is Professor of Corporate Sustainability, and Chris Britton is Principal Lecturer, in the

Department of Strategy and Management at Leicester Business School, De Montfort University.

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By encouraging students to explore the challenges and opportunities managers face in the business environment, this text will provide students with a solid foundation from which to build upon their business knowledge.

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