INTRODUCING BUSINESS STUDIES

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SECOND EDITION

Joseph Chilver

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Preface

There is a basic area of study which is required in all business courses and it is this common core of commercial knowledge which has been collated here. Business Education Council courses remain a prime target for this new edition but the lecture notes have been extended for the benefit of secretarial students. These now cover the syllabus and course specifications for the Background of Business and the Structure of Business for Royal Society of Arts and London Chamber of Commerce and Industry examinations.

Although the characters and companies are fictitious, the case-study scenarios are based on real-life business situations.

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JOSEPH CHILVER