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**BACKGROUND TO BUSINESS**

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BACKGROUND TO  
BUSINESS**

TERRY PRICE

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# INTRODUCTION

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**How to use this book.** Throughout the book you will find questions which you are encouraged to answer before reading on. There are two types of question sections: exercises and activities.

**Exercises** Usually short questions requiring quick answers. They either help to prepare you for the text which follows, or they provide a means for you to test yourself whether you have understood a particular principle or technique. Answers can be found at the back of the book. It is obviously best for you to try to answer the question before reading on, but, whether you think you have got it right or wrong, read the answer before moving on to the next topic. If you have somehow made a mistake the answer will usually tell you where you might have gone wrong. Exercises placed at the end of a chapter or at the end of a section are intended to review your understanding of several principles or techniques. You can, of course, 'cheat' and read the whole book from beginning to end without attempting to answer the questions at all. But if you do, there is only one person you are cheating. Guess who?

**Activities** Again, designed to test your understanding of the text, but they usually ask you to use some information which you will not find in the text. To answer these questions you have to use your own experience or discover some fresh facts for yourself. Sometimes an activity is simply an opportunity for you to stop and think about an important point raised in the text.

This book describes the situation as it exists in 1988. Remember that the business world is a changing environment and throughout the book readers are encouraged and given ideas on how to keep up to date.

To Sheila