

OBSAH

ÚVOD	5
UNIT I	
INTRODUCTION TO THE ECONOMIC SYSTEM	7
UNIT II	
PRODUCTION	13
UNIT III	
TYPES OF BUSINESS ORGANIZATIONS	21
UNIT IV	
RETAIL TRADE	27
UNIT V	
MARKETING THE PRODUCT	33
UNIT VI	
STARTING A BUSINESS - SOURCES OF CAPITAL	39
UNIT VII	
INTERNATIONAL TRADE	47
UNIT VIII	
TRANSPORT AND COMUNICATIONS	55
UNIT IX	
PEOPLE AND WORK	61
UNIT X	
THE EUROPEAN COMMUNITY	67
VOCABULARY	73
KEY TO EXERCISES	81