

Contents

1 Company Structures	4
2 Recruitment	8
3 Retailing	12
Review: units 1–3	16
4 Franchising	20
5 International Business Styles	24
6 Banking	28
Review: units 4–6	32
7 Business and the Environment	36
8 The Stock Market	40
Key	I–XII
9 Import Export	44
Review: units 7–9	48
10 Company Performance	52
11 Setting Up a Business	56
12 Corporate Alliances and Acquisitions	60
Review: units 10–12	64
13 Marketing	68
14 Product and Corporate Advertising	72
15 The Business Media	76
Review: units 13–15	80