

OBSAH

ÚVOD.....	5
SEZNAM POUŽITÝCH SYMBOLŮ A ZKRATEK.....	7
Unit 1 – ALLIANCES.....	8
Unit 2 – PROJECTS.....	16
Unit 3 – TEAMWORKING.....	24
Unit 4 – INFORMATION.....	29
Unit 5 – TECHNOLOGY.....	36
Unit 6 – ADVERTISING.....	43
Unit 7 – LAW.....	47
Unit 8 – BRANDS.....	55
Unit 9 – INVESTMENT.....	59
Unit 10 – ENERGY.....	67
Unit 11 – GOING PUBLIC.....	71
Unit 12 – COMPETITION.....	77
Unit 13 – BANKING.....	84
Unit 14 – TRAINING.....	90
Unit 15 – CONSULTING.....	94
SEZNAM LITERATURY.....	100