

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	41
UNIT VII	
INTERNATIONAL TRADE	49
UNIT VIII	
TRANSPORT AND COMUNICATIONS	57
UNIT IX	
PEOPLE AND WORK	63
UNIT X	
THE EUROPEAN COMMUNITY	69
VOCABULARY	75
KEY TO EXERCISES	83