



# Business Environment

*Vishwajeet Prasad*

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## **Business Environment** Vishwajeet Prasad

The volume introduces and examines the business environment model and presents methods of appraisal to examine the model, allowing students to view the business environment both internally and externally. It will help students to understand how business organizations operate in political, social, technological, legal, and economic environments. Due to an increase in globalization of business, chapter has been dedicated to the international business environment, allowing students to connect what they have learnt in a broader global context. The book is planned to provide a logical treatment of the business environment in the Indian as well as international context. The book covers chapters discussing political environment, economic systems, economic growth and development. It will be a handy tool for the practicing business managers and also those general readers who would like to keep themselves au courant with the contemporary business environment.

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