

## Business Studies Focus Textbook

BUSINESS FOCUS PRELIMINARY incorporates the best practices in teaching and learning in a new series that reflects the revised Business Studies syllabus (2010). The Business Focus author team has a wealth of experience in teaching, curriculum and research. This text reflects the best practice in teaching business studies to NSW students as well as closely being aligned to the syllabus. The student books are full colour, written in a student-friendly manner, with the most up-to-date information available. Case studies throughout the book help students to understand the content they are learning, while a major case study for each chapter contextualises the chapter and assists students with preparing for assessment and exams. Unit reviews enable students to revise, consolidate, research and explore Business Studies material. The chapter review is set out in the style of an HSC exam, helping students to familiarise themselves with and prepare for the HSC.

Business Journalism: A Critical Political Economy Approach critically explores the failures of business journalists in striking the balance between the bottom line business model and their role in defending the public interest. Drawing on historical and political economic perspectives and analysing these in relation to critical political economic theory, the book explores failures of business journalism through the dwindling of social responsibility in the business journalist's role in holding political and corporate power to account. Ibrahim Seaga Shaw draws on a diverse range of case studies, including: investigative journalism in The Standard Oil and Enron Scandals corporate propaganda in relation to business reporting financial Journalism and the global financial crises of the late-90s and 2008 public business journalism and subprime mortgage loans, horsemeat and bent iPhone 6 scandals ethical challenges of business and journalism from developed to emerging BRICS economies business or financial journalism? Modernity vs postmodernity, macroeconomics vs microeconomics challenges of business journalism in the digital age. Business Journalism: A Critical Political Economy Approach is essential reading for students and scholars interested in understanding the historical failings and potential futures for business journalism and those wishing to develop specialist financial, economic and business reporting in today's globalised media landscape.

eBook: Management Accounting for Business Decisions

CCEA GCSE Business Studies

Study guide. Grade 10-12

Exam practice book. Grade 10

A Comparative Voyage

*Clear, comprehensive and engaging, this core textbook is authored by an established and respected expert in the field and approaches its subject from a truly global perspective, offering in-depth insights into current challenges facing international businesses. The text has been carefully designed to encourage critical reflection and is packed with case studies and innovative learning features to emphasise the links between theory and the real world. The book takes a multidisciplinary, multi-perspective approach, placing International Business in its political, social and ethical context as well as its economic one. This textbook is essential reading for undergraduate, postgraduate and MBA students studying international business for the first time.*

*The importance of achieving focus goes well beyond your own productivity. Deep focus allows you to lead others successfully, find clarity amid uncertainty, and heighten your sense of professional fulfillment. Yet the forces that challenge sustained focus range from dinging phones to office politics to life's everyday worries. This book explains how to strengthen your ability to focus, manage your team's attention, and break the cycle of distraction. This volume includes the work of: Daniel Goleman Heidi Grant Amy Jen Su Rasmus Hougaard HOW TO BE HUMAN AT WORK. The HBR Emotional Intelligence Series features smart, essential reading on the human side of professional life from the pages of Harvard Business Review. Each book in the series offers proven research showing how our emotions impact our work lives, practical advice for managing difficult people and situations, and inspiring essays on what it means to tend to our emotional well-being at work. Uplifting and practical, these books describe the social skills that are critical for ambitious professionals to master.*

*Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.*

*Positioning English for Specific Purposes in an English Language Teaching Context*

*Marketing*

*Focus Business Studies*

*Business Focus Preliminary*

*Grade 10*

*With the unrelenting spread of globalization, the English language has been firmly established as the Lingua Franca. Now more than ever, the importance of learning English is paramount within nearly all professional and educational sectors. English for Specific Purposes (ESP) has long been accepted as an effective method for teaching English as a foreign language. In recent years, it has experienced an increasing presence in secondary and tertiary education across the globe. This is predominantly due to its learner-centered approach that focuses on developing linguistic competence in the student's specific discipline, may that be academics, business or tourism, for example. Positioning English for Specific Purposes in an English Language Teaching Context attempts to present and define the relevance and scope of ESP within English Language teaching. From mobile phones as educational tools to the language needs of medical students, the contributors to this volume examine and propose different epistemological and methodological aspects of ESP*

*teaching. Its unique approach to ESP marks this volume out as an important and necessary contribution to existing ESP literature, and one that will be of use to both researchers and practitioners of ESP.*

*Cambridge International AS and A Level Business Studies Revision Guide has been designed specifically to meet the requirements of the Cambridge syllabus.*

*Provides coverage of the core modules of Vocational AS and A Level Business Studies. This work supports students taking any post-16 course containing business or finance modules. It enables students to purchase texts specifically for the Part Award. The other titles in the series are: The Competitive Business Environment and Human Resources.*

*Business and the European Union*

*Teacher's guide. Grade 10*

*Marketing and Promotional Strategy*

*Unconventional Methodology in Organization and Management Research*

*eBook: Management Accounting for Business Decisions*

Exam Board: CCEA Level: GCSE Subject: Business First Teaching: September 2017 First Exam: June 2019 This title has been endorsed for use with the CCEA GCSE Business Studies specification Inspire student success with Hope Kerr's market-leading Student Book; fully revised for the 2017 specification, it supports and engages learners through up-to-date content coverage and case studies relevant to local, national and global contexts. - Helps students learn and apply key business concepts and theories by providing clear explanations, accompanied by diagrams and photos that aid understanding - Enables students to consolidate their knowledge as they work through a range of activities for each topic - Increases interest and engagement by including contemporary case studies with a particular focus on Northern Ireland businesses and contexts - Prepares students for the new examinations with practice questions, guidance on how to answer different question types and an overview of the assessment objectives and command words - Allows students to track their progress and target their revision using the end-of-chapter checklists

Provides coverage of the core modules of Vocational AS and A Level Business Studies. This work supports students taking any post-16 course containing business or finance modules. It enables students to purchase texts specifically for the Part Award. The other titles in the series are: Finance and Business Planning and Marketing.

A flexible resource to cover all the core modules of Vocational AS and A level Business. Each text is an affordable unit for post-16 students requiring business studies resources for individual core modules. The books are fully up-to-date and meet the requirements of the latest specifications. Enables students to purchase texts specifically for the Part Award. Other titles in the series: Business at work, The Competitive Business Environment, Human Resources, Finance and Business Planning.

Learner' book. Grade 10

Strategic Management (color)

Learner's book. Grade 10

Introduction to Business

Business Studies

*Volume 3 of this series describes a practical process for identifying powerful themes, & offers a clear strategy for translating these themes into questions. It also makes the process of developing good questions a practical proposition.*

*Global service-based firms are often 'born global,' and these organizations have developed integrated global strategies based on industry relationships, in order to thrive in new environments. Focusing on these global strategies, this textbook explores the workings of modern service businesses, presenting theoretical management concepts alongside illustrative examples. Original case studies from a range of global sectors, including Starbucks and Facebook, as well as broader studies, such as healthcare in Japan, provide practical insights into the art of thriving as a global business. Written by a leading expert in the field, this multidisciplinary text is a vital read for all scholars and students wishing to view strategic relationships from the focal point of service industries.*

*There is an increasing divergence of focus group practice between social researchers and commercial market researchers. This book addresses the key issues and practical requirements of the social researcher, namely: the kinds of social research issues for which focus groups are most and least suitable; optimum group size and composition; and the designing of focusing exercises, facilitation and appropriate analysis. The authors use examples, drawn from their own focus groups research experience, and provide exercises for further study. They address the three main components of composition, conduct and analysis in focus group research and also acknowledge the increasing impact the Internet has had on social research by cover*

*A Critical Political Economy Approach*

*Global Dimensions of Public Administration and Governance*

*Developing Questions for Focus Groups*

*Third Edition*

*Exam practice book / M. Bounds ... [et al.].. Grade 12*

A comparative, interdisciplinary examination of the mechanisms behind public administration Global Dimensions of Public

Administration and Governance is a comprehensive, comparative text on the structure and function of governments around the world. Written by two of the field's leading public administration scholars, this book provides an interdisciplinary perspective and a global, historical, and theoretical examination of the management and governance of the modern state. Readers learn how territory, bureaucracy, and political systems influence policy and reform in over thirty countries, and how these mechanisms affect the everyday lives of citizens. This comparative approach features rich examples of how policy is shaped by culture, and how modern policy principles are filtered to fit a country's needs and expectations. Chapters conclude with comparative analyses that help readers better understand the role and position of government in the contemporary world, both in democratic societies and less-than-democratic environments. Governance doesn't happen in a vacuum. Those responsible for policy, regulation, and reform take cues from history, current events, and visions for the future to inform thinking on matters that can potentially affect a large number of everyday lives. This book illustrates the thought process, providing the necessary insight these important decisions require. Understand the relationship between structure and function of government Learn how policy is culture-dependent Examine the political and societal contexts of reform Discover the myriad forms of modern bureaucracy The various social sciences provide valuable information and perspectives for those involved in public administration. Those perspectives converge here to form a thorough, well-rounded examination of the success and failure possible, and the mechanisms through which they take place. Global Dimensions of Public Administration and Governance provides a detailed, wide-ranging look at how modern governments operate, how they got this far, and where they're headed for the future.

What's the secret to a company's continued growth and prosperity? Internationally known marketing expert Al Ries has the answer: focus. His commonsense approach to business management is founded on the premise that long-lasting success depends on focusing on core products and eschewing the temptation to diversify into unrelated enterprises. Using real-world examples, Ries shows that in industry after industry, it is the companies that resist diversification, and focus instead on owning a category in consumers' minds, that dominate their markets. He offers solid guidance on how to get focused and how to stay focused, laying out a workable blueprint for any company's evolution that will increase market share and shareholder value while ensuring future success.

Most researchers in organization and management studies stick to two or three traditional research methods like surveys and interviews. Sticking with the familiar is seen as a safe bet, and innovation is discouraged by academic incentives and rewards. But research participants are now suffering from 'survey fatigue', and using the same old methods runs the risk of generating the same old findings. This book describes twelve unconventional methodologies in organization and management research. These include unconventional research settings and data sources, unconventional research designs and data collection methods, unconventional analytic approaches, and designs and methods that exploit new technology developments. The aim is to encourage dialogue and experimentation with regard to the development of innovative, unconventional approaches to organization and management research. Several commentators have criticized the way in which research methods have become more formulaic, and have argued for greater diversity in research approaches. The methodological perspective that we adopt shapes our interpretation of the information that we gather. Different methods generate different kinds of information, leading to different ways of understanding the phenomena that we are investigating. Our methods influence our styles of theorizing, ways of thinking and reasoning, and forms of writing and reporting research. This book will be of value to academic researchers in organization and management studies, Doctoral candidates, and Masters students on MBA and similar programmes.

Training, Developing and Motivating People

Focus (HBR Emotional Intelligence Series)

Global Strategy in the Service Industries

Teacher's guide. Grade 11

Human Resources

Focus Business Studies Exam practice book. Grade 10 Focus on Business Studies Exam practice book. Grade 11 Focus on Business Studies Learner's book. Grade

11 Focus Business Studies Learner's book. Grade 12 Focus Business Studies Learner's book. Grade 10 Focus Business Studies Learner's book. Grade 11 Focus on

Business Studies Study guide. Grade 10-12 Focus on Business Studies Learner's book. Grade 12 Focus on Business Studies Learner's book. Grade 10 Business Focus

Preliminary

Provides coverage of the core modules of Vocational AS and A Level Business Studies. This work covers the core modules of Vocational AS and A level Business. It contains texts for post-16 students requiring business studies resources for individual core modules. It enables students to purchase texts specifically for the Part Award.

Strategic Management (2020) is a 325-page open educational resource designed as an introduction to the key topics and themes of strategic management. The open textbook is intended for a senior capstone course in an undergraduate business program and suitable for a wide range of undergraduate business students including those majoring in marketing, management, business administration, accounting, finance, real estate, business information technology, and hospitality and tourism. The text presents examples of familiar companies and personalities to illustrate the different strategies used by today's firms and how they go about implementing those strategies. It includes case studies, end of section key takeaways, exercises, and links to external videos, and an end-of-book glossary. The text is ideal for courses which focus on how organizations operate at the strategic level to be successful. Students will learn how to conduct case analyses, measure organizational performance, and conduct external and internal analyses.

Challenges in a Changing World

Learner's book. Grade 11

Business Journalism

Business in Ethical Focus: An Anthology - Second Edition

Business at Work

**This series of six core module texts and five new optional unit texts provides comprehensive coverage of Vocational AS and A Level Business Studies.**

**Each book focuses on vocational aspects of business, rather than theoretical models, allowing the reader to understand how businesses operate.**

**Business in Ethical Focus is a compilation of classical and contemporary essays and case studies in business ethics. Readers will become acquainted with seminal ideas on corporate social responsibility and the place of business in a just society. Other topics include diversity in the workplace, sexual harassment, workplace rights, environmental responsibility and sustainability, global business, intellectual property, bribery, and ethical issues in advertising and marketing. This second edition adds a dozen original case studies, as well as new sections on global perspectives (with articles on Islamic, Confucian, and Buddhist business ethics), entrepreneurship, and the non-profit sector. Background material on ethical theory and the nature of business ethics is included to orient readers new to this field.**

**Focus on Business Studies**

**Focus**

**Cambridge International AS and A Level Business Studies Revision Guide**

**Teacher's guide. Grade 12**

**Focus Groups in Social Research**