

### **business and its environment pdf**

ENVIRONMENT “ BUSINESS RELATIONS Business is the product of the technological, political-legal, economic, social “ cultural, global and natural factors amidst which it functions. Three features are common to this web of relationship between business and its environment. “ There is symbolic relationship between business and its environment and

### **Lesson 1 BUSINESS AND ITS ENVIRONMENT NATURE OF BUSINESS**

SIXTH EDITION BUSINESS AND ITS ENVIRONMENT David R Baron Stanford University PEARSON Pearson Education International. Contents List of Cases xvi Preface xix PART I: STRATEGY AND THE NONMARKET ENVIRONMENT 1 CHAPTER 1 Market and Nonmarket Environments 1 Introduction 1 The Environment of Business 2

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(a) Business environment is the sum total of all factors external to the business firm and that greatly influence their functioning. (b) It covers factors and forces like customers, competitors, suppliers, government, and

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