18. Businesses and the business environment

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Judith Embley, Peter Goodchild, Catherine Shephard, and Scott Slorach

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Author(s):
Scott Slorach, Judith Embley, Peter Goodchild, and Catherine Shephard

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This chapter discusses the following: the importance of commercial awareness; the main types of business structure, their organisation, and management; the different markets, sectors, and industries in which businesses operate, and the role of consumers within these markets; supply chains from business to consumer; and the impact of competition within different markets.

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