

# CONTENTS

<b>Unit</b>	<b>Page</b>
<b>Introduction</b>	4
<b>1</b> Our People are our Greatest Asset	6
<b>2</b> Leadership	10
<b>3</b> Organisations	14
<b>4</b> Corporate Relationships	18
<b>Review 1–4</b>	22
<b>5</b> Manufacturing	24
<b>6</b> Services	28
<b>7</b> Retailing	32
<b>8</b> Business operations	36
<b>Review 5–8</b>	40
<b>9</b> Competition	42
<b>10</b> Products and Customers	46
<b>11</b> Marketing	50
<b>12</b> Strategy	54
<b>Review 9–12</b>	58
<b>13</b> Research and Development	60
<b>14</b> Human Resources	64
<b>15</b> Accounts	68
<b>16</b> Finance	72
<b>Review 13–16</b>	76
<b>17</b> Financial markets	78
<b>18</b> The Real Economy	82
<b>19</b> The Global Economy	86
<b>20</b> The Future of Business	90
<b>Review 17–20</b>	94
<b>Audio scripts</b>	96
<b>Key</b>	105
<b>Glossary</b>	117