

<<商业环境>>

图书基本信息

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内容概要

《商业环境》大体可分为四大模块：模块一主要阐述企业的目标和责任；模块二分别介绍企业的经济环境、社会环境及全球化对其影响；模块三阐明企业的行为及市场环境；模块四分析国际贸易的重要性及欧盟的发展状况。

本书可作为高等专科学校、高等职业院校、成人高校、民办高校的商业类、经济类、管理类专业及相关专业的基础教材，也可作为在职商业人员培训及自学者的自学用书。

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