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common to this web of relationship between business and its environment. There is symbolic relationship between business and its environment and among the environmental factors. In other words, business is influenced by its environment and in turn, to certain degree, it will influence the external forces.

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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