



Business and Its Environment

David P. Baron

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Businesses compete in many ways, including nonmarket areas like corporate responsibility. Learn how to sharpen your firm's competitive edge.

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From Reader Review Business and Its Environment for online ebook

Fadlullah Puteh says

The market its environment

Justin Jaeger says

We jumped around in this one quite a bit, but I think it turned out to be one of the most comprehensive texts we've used in the MBA program. The cases were relevant, current and instructive. I referred to it regularly. I can't see myself going back to it for anything in particular though, it was useful for the class and that's about it that I can figure.

Rachel Aranda says

My school had a "special edition" of this book that has the university's name on it and was a little more condense. However, I read the original version earlier because I wanted to see if Business School was something I'd be interested in transferring into years ago. With that being said, if you do not go to Texas Tech University then this review may not be helpful to you.

This textbook was informative and had interesting cases at the end of each chapter. The questions the cases asked at the end of each reading were thought provoking, and I actually enjoyed discussing them with my classmates, professor, and friends. The texts for the chapters themselves I found to be very bland and easy to lose interest in after a while. I'd have really liked if the survival edition had bolded important words instead of keeping all the text the same. Thankfully most of the chapters aren't too long but there are quite a few of them that I feel are longer than needed. This was a daunting book to read by yourself since you don't know which words and information is important since there is no identifying of terms (that's why I have it 2 stars). Since I've read a "special edition" that I could talk through anything confusing and share thoughts on it became more enjoyable. I don't think I'll reread by myself again or look up anything within either book again though.
