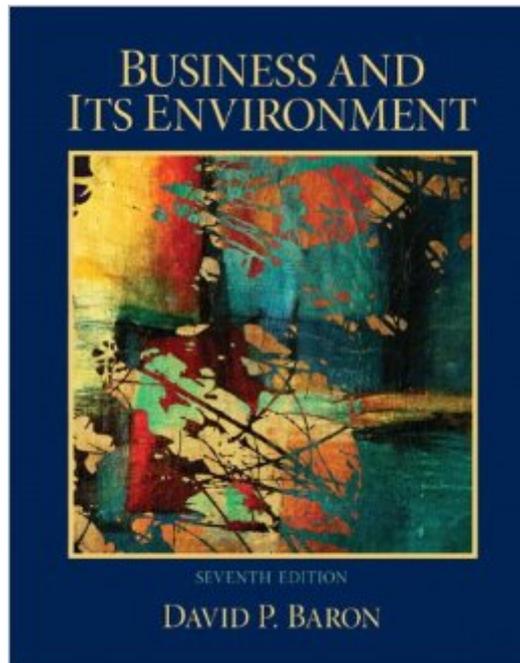


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Business And Its Environment (7th Edition)



Synopsis

Businesses compete in many ways, including nonmarket areas like corporate responsibility. Learn how to sharpen your firm's competitive edge. Baron's integrated approach combines the disciplines of economics, political science, law, and ethics to provide a deeper understanding of the managerial issues that arise in the business landscape. The seventh edition includes four new chapters on financial markets and their regulation, the investor's perspective and renewable power, the political economy of India, and behavioral ethics. The book also includes 26 new cases on timely topics.

Book Information

Hardcover: 784 pages

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Customer Reviews

There is a new edition (the fifth) for this book, and it is better than the edition shown here. While avoiding a polemical view, Baron illustrates business ethical principles with very poignant examples and stories. The case studies are very up to date and fun to read. More than that, though, the case studies can form a basis for classroom debate and discussion which not only brings the material to life but also promotes critical thinking and articulation among students. I liked it very much, and recommend it highly.

I've read a good chunk of this book during a B-school elective on non-market strategies, and found it imparted some valuable information. It's not very prescriptive if that's what you're looking for. But it made me feel like I got something out of the class despite an unstellar professor.

I needed this book for an Executive MBA course. First off, this book is full of spelling errors. Tesla Motors is cited as "Telsa" multiple times, and MPG (miles per gallon) is cited as "mph." Sergey Brin of Google is named "Serge." Punctuation is also missing between sentences. No excuses for being a book about BUSINESS. The read is dry and the layout is bulky. Only more reason to create an 8th Edition. Buyer beware.

There are a ton of spelling errors and editing mistakes in here - missed punctuation, Tesla is spelled Telsa, and a host of other issues. The book itself is really interesting, and the subject matter is fascinating, but I would definitely say that it seems like another edition was banged out there to make students have to pay more for the book. Also, the editing includes a bunch of factual mistakes, but they're generally relatively minor compared to the issue at hand (for example, it incorrectly lists the number of languages spoken in the EU, or really inaccurately conflates the Arab spring with Turkey). Overall, though, interesting subject.

This book has a lot of information but I couldn't stay focused on it. It's a little bit dry and hard to read

It's as good as a book can be. Hard to read and seems to be never ending. Also very difficult to understand, you will spend a great deal of time looking up the words used in this book. I bought used good condition and it was great quality

When teaching non-market strategy, this volume is where I send MBA students who are struggling, because Business and Its Environment is the place to start when trying to understand non-market strategy (or, to use my preferred term, "integrated strategy"). Baron presents the basic ideas and some simple analytical frameworks in a lively and approachable way. Inevitably, because it was written aimed firmly at the US market, its examples are quite US-centric. In this respect, it is no different from a lot of business school literature, and many of its mindsets, tools and techniques are applicable in other business environments. In short, it's the best of its type available.

great book, even better quality!!

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