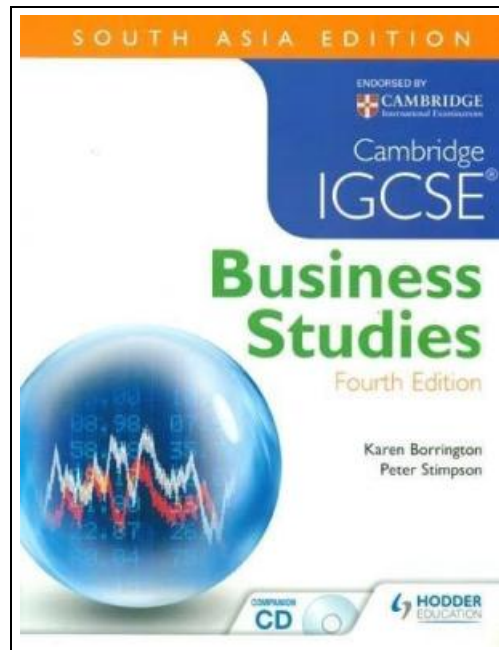


## Cambridge IGCSE Business Studies (Fourth Edition)



Filesize: 6.9 MB

### **Reviews**

*These types of publication is the best book available. it absolutely was writtern very completely and helpful. I am very happy to explain how here is the greatest book we have study within my individual existence and can be he greatest publication for possibly.*  
**(Lucas Brown)**

## CAMBRIDGE IGCSE BUSINESS STUDIES (FOURTH EDITION)



To save **Cambridge IGCSE Business Studies (Fourth Edition)** PDF, you should follow the link below and download the file or get access to other information which might be have conjunction with CAMBRIDGE IGCSE BUSINESS STUDIES (FOURTH EDITION) book.

Hodder Education/Cambridge University Press 0. Softcover. Book Condition: New. 4th edition. This title has been written for the revised Cambridge IGCSE (0450) and Cambridge O Level Business Studies (7115) syllabuses, for first teaching from 2013. ? Reinforces understanding through a variety of activities and discussion points ? Provides examination preparation with revision questions and summaries throughout ? Written in accessible language, but with plenty of detail for top-grade students Contents Introduction Section 1 Understanding business activity Business activity Classification of businesses Enterprise, business growth and size Types of business organisation Business objectives and stakeholder objectives Case study (Paper 2 style) Section 2 People in business Motivating workers Organisation and management Recruitment, selection and training of employees Internal and external communication Case study (Paper 2 style) Section 3 Marketing Marketing, competition and the customer Market research The marketing mix: product The marketing mix: price The marketing mix: promotion and technology The marketing mix: place Marketing strategy Case study (Paper 2 style) Section 4 Operation management Production of goods and services Costs, scale of production and break-even analysis Achieving quality production Location decisions Case study (Paper 2 style) Section 5 Financial information and decisions Business finance: needs and sources Cash-flow forecasting and working capital Income statements Balance sheets Analysis of accounts Case study (Paper 2 style) Section 6 External influences on business acitivity Government economic objectives and policies Environmental and ethical issues Business and the international economy Case study (Paper 2 style) Index Printed Pages: 368.



[Read Cambridge IGCSE Business Studies \(Fourth Edition\) Online](#)



[Download PDF Cambridge IGCSE Business Studies \(Fourth Edition\)](#)



[Download ePub Cambridge IGCSE Business Studies \(Fourth Edition\)](#)

## See Also



**[PDF] TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)**

Access the link under to download "TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)" PDF document.

[Read eBook »](#)



**[PDF] TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)**

Access the link under to download "TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)" PDF document.

[Read eBook »](#)



**[PDF] Child and Adolescent Development for Educators with Free Making the Grade**

Access the link under to download "Child and Adolescent Development for Educators with Free Making the Grade" PDF document.

[Read eBook »](#)



**[PDF] The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)**

Access the link under to download "The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)" PDF document.

[Read eBook »](#)



**[PDF] Peter Rabbit: the Angry Owl - Read it Yourself with Ladybird: Level 2**

Access the link under to download "Peter Rabbit: the Angry Owl - Read it Yourself with Ladybird: Level 2" PDF document.

[Read eBook »](#)



**[PDF] Peter Rabbit: Treehouse Rescue - Read it Yourself with Ladybird: Level 2**

Access the link under to download "Peter Rabbit: Treehouse Rescue - Read it Yourself with Ladybird: Level 2" PDF document.

[Read eBook »](#)

**[PDF] At-Home Tutor Language, Grade 2**

Click the link under to download and read "At-Home Tutor Language, Grade 2" document.

[Download PDF »](#)

**[PDF] Learn at Home:Learn to Read at Home with Bug Club: Pink Pack Featuring Trucktown (Pack of 6 Reading Books with 4 Fiction and 2 Non-fiction)**

Click the link under to download and read "Learn at Home:Learn to Read at Home with Bug Club: Pink Pack Featuring Trucktown (Pack of 6 Reading Books with 4 Fiction and 2 Non-fiction)" document.

[Download PDF »](#)

**[PDF] Peppa Pig: Sports Day - Read it Yourself with Ladybird: Level 2**

Click the link under to download and read "Peppa Pig: Sports Day - Read it Yourself with Ladybird: Level 2" document.

[Download PDF »](#)

**[PDF] Serenade for Winds, Op. 44 / B. 77: Study Score**

Click the link under to download and read "Serenade for Winds, Op. 44 / B. 77: Study Score" document.

[Download PDF »](#)

**[PDF] People Mix and Match Sticker Activity Book**

Click the link under to download and read "People Mix and Match Sticker Activity Book" document.

[Download PDF »](#)

**[PDF] Dom's Dragon - Read it Yourself with Ladybird: Level 2**

Click the link under to download and read "Dom's Dragon - Read it Yourself with Ladybird: Level 2" document.

[Download PDF »](#)