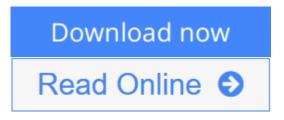


Business Environment in a Global Context

By Andrew Harrison



Business Environment in a Global Context By Andrew Harrison

Andrew Harrison has expertly authored this engaging text on the business environment, offering theoretical rigour, along with a truly global focus, and an understanding of the economic dimensions of the subject. The text takes a unique approach exploring the business environment at different spatial levels (global, international, national, and regional), in different dimensions (culture, ethics, internationalization, markets, technology, and risk) and in the main geopolitical regions (Europe, the Americas, Asia, and Africa).

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About the Author

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Andrew Harrison holds qualifications from London, Salford, and Leeds Universities and the Trinity College of Music, London. He began his career in accountancy and held teaching appointments in further education before moving to Teesside University as a Principal Lecturer in Economics. He is a Visiting Lecturer at the Technical University of Kosice, Slovakia and in 2008 he was awarded an honorary doctorate by the University.

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