



Business Environment in a Global Context

By Andrew Harrison

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The text is packed with up-to-date case studies that demonstrate how international companies are affected by, and deal with, serious global issues ranging from the Arab uprising to the growing influence of the BRIC countries. Practical insights interspersed in each chapter provide balanced commentary on the key issues and topics discussed, with further research being prompted by related questions.

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"It is clear, intelligently written, interesting and with some useful additional features, including the practical insights boxes and opening and closing cases. The material makes good sense, is readable to a non-expert audience and makes clear links between sections. It is structurally sound and well organised."

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--Andrea Moro, University of Leicester

About the Author

Andrew Harrison, *Formerly Principal Lecturer in Economics at Teesside University. Visiting Lecturer at the Technical University of Kosice, Slovakia*

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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