

A2 Business And Its Environment

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Environment . the relationship between business and government. Sociocultural Environment.

Lesson 1 BUSINESS AND ITS ENVIRONMENT NATURE OF BUSINESS

In this video of the course "Managing in a Global Economy", part of the "Master of Business Administration" program, Jürgen-Mathias Seeler discusses the topic "The International Comparison of Business Environments".

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Business is a major economic activity. It can be defined as the production of goods and services by people in this world to meet their basic needs. Its purpose is to identify and satisfy the needs and wants of the people with the overall aim of earning profit. To produce the goods and services

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Salient Features of Business Environment. The salient features of the business environment are given hereunder: Dynamic: The environment in which the business operates changes continuously because there is a wide variety of factors that exist in the environment, causing it to change its shape and character.

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ENVIRONMENT – BUSINESS RELATIONS Business is the product of the technological, political-economic, social – cultural, global and natural factors amidst which it functions. Three features are common to this web of relationship between business and its environment. • There is symbiotic relationship between business and its environment and

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