



## Cambridge IGCSE Business Studies (Fourth Edition)

By Karen Borrington & Peter Stimpson

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...



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