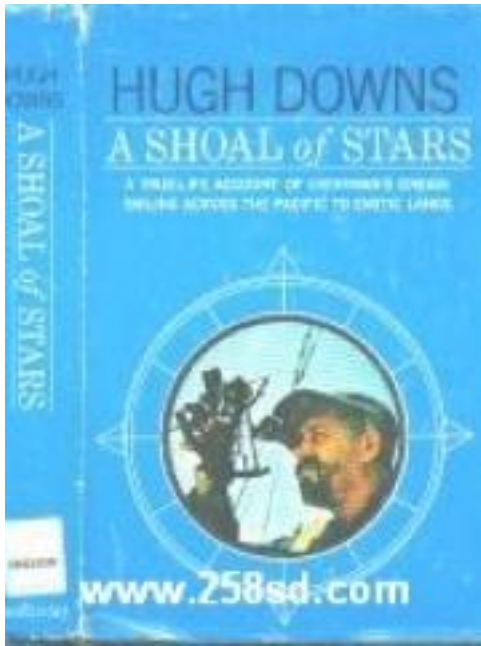


Groundwork of Commerce



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著者:

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Groundwork of Commerce provides a textbook on Commerce
 and Introductory Economics suitable for the examination syllabus
 of the Royal Society of Arts the London Chamber of Commerce
 the Commerce syllabuses of the numerous Examination Boards
 and for the various professional and other examining bodiesThe
 topics cover the essential requirements of divergent syllabuses
 Book I contains a full firstyear coursesuitable for commercial
 courses in both Schools and Colleges of Further Educationwhilst
 Book 2 covers the requirements of more advanced examinations
 including the Business Education Council National Certificate and
 Diploma awardsthe General Certificate of Education and the
 Certificate in Extended Education
 Great changes have taken place since this book was first
 publishedthe world has witnessed remarkable advances in

scientific knowledge and its application to industrial and commercial
usesLikewisesyllabuses have been rewritten and examination
structures changed or considerably modified SO that it has become
necessary to re-write numerous sections more in line with current
thoughtBritainS entry to the European Economic Community and
the measures introduced to control the supply of moneyfor
exampleare but two far-reaching decisions that will affect the eco
nomic scene for many years Throughout this editionstatistics have been brought
uptodate changes in organisation described in some detailwhilst the use of
diagramspictures and charts has been adopted wherever desir
able The Sixth Edition has given the author an opportunity to present
the subject in order that the student may develop an enlightening mind
with a view to reading to a greater depth at a later dateIt will be
seen that a greater emphasis has been given to the economic aspects
and implications of the subject in order to cater for modern trends
and also to give the purely descriptive element greater
understandingit is for this reason that the subject-matter has been arranged

作者介绍:

目录:

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