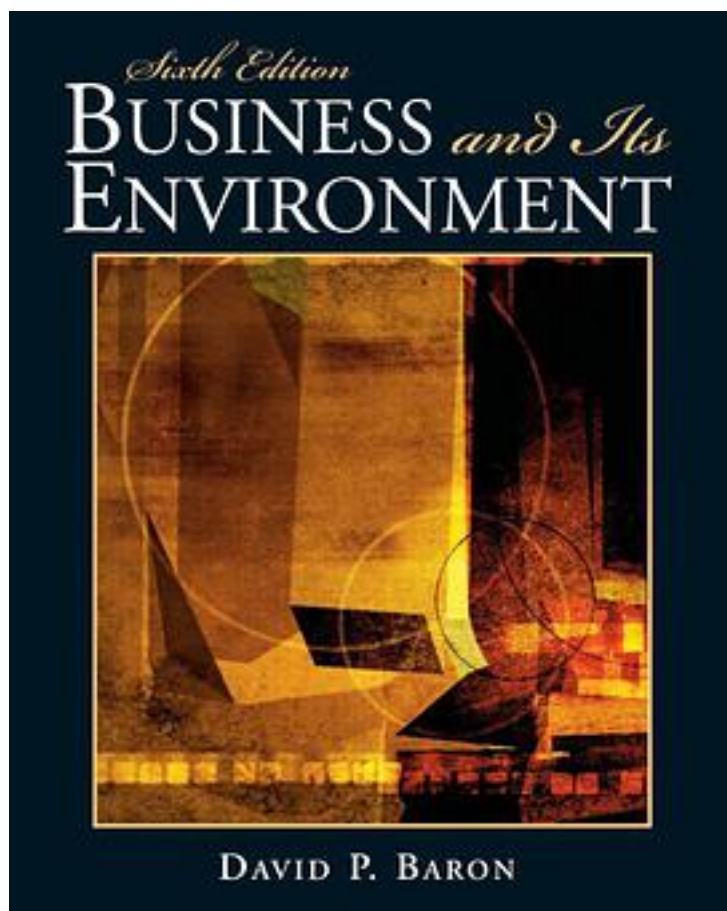


Business and Its Environment



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Businesses compete in many ways, including nonmarket areas like corporate responsibility. Learn how to sharpen your firm's competitive edge. Baron's integrated approach combines the disciplines of economics, political science, law, and ethics to provide a deeper understanding of the managerial issues that arise in the

business landscape. The sixth edition retains the structure, much of the subject matter, and the conceptual frameworks of the fifth edition but addstwo new chapters. The entire text has been updated with new conceptual materials and applications.

Strategy and the Non-Market Environment; Public Politics and Non-Market Strategy; Government and Markets; International Political Economy; Ethics and Corporate Social Responsibility

Today’ s businesses need to compete in both the market and nonmarket arenas. Written to assist managers improve the performance of their businesses, this text teaches readers how to balance shareholder profits and the consumer appeal of corporate social responsibility.

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