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Synopsis

We are happy to bring in the book for you with title "BUSINESS AND INVESTMENT ENVIRONMENT" This book has been written in accordance with the prescribed syllabus of CLUSTER UNIVERSITY OF JAMMU for B.com honour's and integrated M.com. An attempt has been made through this book to explain the various concepts of Business, environment and stock markets, sales and promotion in easy, understandable, comprehensive and well-structured language. It is our endeavour to make book more student oriented and meet their requirements. The business environment is always changing and is uncertain. It is because of dynamism of environment. As it is already said that the business environment is the sum of all the factors outside the control of management of a company, the factor, which are constantly changing, and they carry with them both opportunities and risks or uncertainties that can, make or mark the future of business.

Blurb

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ABOUT AUTHOR Dr Sajad Ahmad Mir, graduated from Kashmir University with Commerce background powered and backed by degrees like doctor of philosophy in commerce, M.Phil. And Masters. In commerce. Currently working as Assistant Professor Cluster University Jammu ABOUT THE CO-AUTHOR Maliha Batool has submitted her PhD thesis in the Department of Economics (University of Jammu). She has qualified JKSET, NTA- NET and ICSSR JRF-2019. ABOUT THE CO-AUTHOR Bhanu Priya ASSISTANT PROFESSOR AT GOVT MAM PG COLLEGE JAMMU.HAVING M.COM.M.PHIL NET SET