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Edexcel A2 Business Studies/Economics and Business: Unit 3 Student Unit Guide: International Business (New edition)

By Brian Ellis

Hodder Education. Paperback. Book Condition: new. BRAND NEW, Edexcel A2 Business Studies/Economics and Business: Unit 3 Student Unit Guide: International Business (New edition), Brian Ellis, Focused revision to help you achieve your best. These enhanced Student Unit Guides are perfect for revision. They explain the unit requirements, summarise the content and include specimen questions with graded answers. Each full-colour New Edition Student Unit Guide provides ideal preparation for your unit exam: - Feel confident you understand the unit: each guide comprehensively covers the unit content and includes topic summaries, knowledge check questions and a reference index - Get to grips with the exam requirements: the specific skills on which you will be tested are explored and explained - Analyse exam-style questions: graded student responses will help you focus on areas where you can improve your exam technique and performance CONTENTS: Content Guidance Why does a business seek international markets? Key players in the world economy How does a company decide which countries to target? Other considerations before trading internationally Globalisation Are multinationals a force for good or should they be controlled? Questions & Answers Paper 1 - Section A: questions based on data- Section B: case study and questions Paper 2-...



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