

OBSAH

Úvod

- 1 The three sectors of the economy
 - 2 Management
 - 3 Company structure
 - 4 Work and motivation
 - 5 Management and cultural diversity
 - 6 Recruitment
 - 7 Labour relations
 - 8 Production
 - 9 Products
 - 10 Marketing
 - 11 Advertising
 - 12 Promotional tools
 - 13 Accounting and financial statements
 - 14 Banking
 - 15 Stocks and shares
 - 16 Bonds
 - 17 Futures and derivatives
 - 18 Market structure and competition
 - 19 Takeovers, mergers and buyouts
 - 20 Efficiency and employment
 - 21 Business ethics
 - 22 The role of government
 - 23 Central banking, money and taxation
 - 24 Exchange rates
 - 25 The business cycle
 - 26 Keynesianism and monetarism
 - 27 International trade
 - 28 Economics and ecology
 - 29 Information technology and electronic commerce
 - 30 Entrepreneurs and venture capital
- References