

Thanks and acknowledgements	iv
Introduction to the learner	vi
1 The three sectors of the economy	7
2 Management	12
3 Company structure	17
4 Work and motivation	23
5 Management and cultural diversity	29
6 Recruitment	33
7 Labour relations	37
8 Production	41
9 Products	45
10 Marketing	50
11 Advertising	56
12 Promotional tools	60
13 Accounting and financial statements	64
14 Banking	69
15 Stocks and shares	74
16 Bonds	80
17 Futures and derivatives	84
18 Market structure and competition	90
19 Takeovers, mergers and buyouts	96
20 Efficiency and employment	101
21 Business ethics	106
22 The role of government	110
23 Central banking, money and taxation	115
24 Exchange rates	121
25 The business cycle	126
26 Keynesianism and monetarism	131
27 International trade	136
28 Economics and ecology	140
Appendix and Bibliography	146
Language reference	147
Glossary (English-French-German-Italian-Spanish)	162