CONTENTS

Unit		Page
Introduction		4
1 2 3 4	Our People are our Greatest Asset Leadership Organisations Corporate Relationships	6 10 14 18
Rev	riew 1–4	22
5 6 7 8	Manufacturing Services Retailing Business operations	24 28 32 36
Review 5–8		40
9 10 11 12	Competition Products and Customers Marketing Strategy	42 46 50 54
Rev	view 9–12	58
13 14 15 16	Research and Development Human Resources Accounts Finance	60 64 68 72
Review 13–16		76
17 18 19 20	Financial markets The Real Economy The Global Economy The Future of Business	78 82 86 90
Review 17–20		94
Audio scripts		96
Key		105 117

INTRODUCTION