## Contents

The studentic states nothighthundon at he set have endigen

	Introduction	4
1	Target markets	6
2	Triumph and disaster	11
3	Prioritizing	15
4	Globalization	20
5	Company culture	25
	Supply and demand	30
	Negotiations	35
8	Staying competitive	40
		45
10	Human resources	49
11	Business start-up	55
12	Reputations	60
HIS RIE	Tests answer key	65
	Test 1	68
	Test 2	71
	Test 3	74
	Test 4	77
	Photocopiable activities: teacher's notes	80
	Photocopiable activities 1–12	85