

## BTEC First Business: Student Book (2nd Revised edition)



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***(Audrey Lowe I)***

## BTEC FIRST BUSINESS: STUDENT BOOK (2ND REVISED EDITION)



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HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, BTEC First Business: Student Book (2nd Revised edition), Charlotte Bagley, Andrew Deans, Louise Stubbs, John Bevan, BTEC First Business is a brand new textbook for the revised 2012 specification. Packed with learning and teaching features including: Case Studies, Real Life business stories, Key Terms, Discussion and Investigation activities as well as useful summaries and revision tests. Lively, clear and colourful design and layout. This book focuses on and provides the knowledge and understanding needed to gain a BTEC 2012 qualification, but it never loses sight of the real world of business. By rooting the text in the real world the subject becomes more engaging and fun to study. This book follows the BTEC First specification closely, this means that all the topics and issues referred to are fully covered. The features, Chapter introduction, Key terms, Over to you!, Activities, Case studies, Topic check and Chapter checklist regularly appear throughout the book, making each topic covered more accessible. Realistic case studies, topic-focused pages and interactive activities, encompass all the knowledge and understanding needed for the achievement of a BTEC First award. Chapters: 1. Enterprise in the Business World 2. Finance for Business 3. Promoting a brand 4. Principles of customer service 5. Sales and Personal selling 6. Introducing retail business 7. Providing Business support 8. Recruitment, Selection and Employment.



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