



# Business Studies For Dummies

By Richard Pettinger



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### Your hands-on introduction to modern business and business education

Whether you're deciding on a course of study, headed to university, or settling down to your first year, *Business Studies For Dummies* provides you with a thorough overview of the subjects that form the foundation of a business studies degree.

You'll get trusted, easy-to-follow coverage of all the topics you'll encounter: business start-up, accounting and finance, operations, human resources, management, analytics, business environment, and economics.

- Includes a clear, engaging, and concise overview of the key topics you'll encounter in your studies
- The perfect study companion for students

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About the Author

**Richard Pettinger, MBA**, is the Principal Teaching Fellow in Management Education at the Department of Management Science and Innovation, University College London. He is also Director of the BSc/MSci Information Management for Business programme, a major national initiative to transform undergraduate and pre-professional business and management education. Users Review

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