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Cases in Business and Management

Quamrul Alam & Nazmul Amin Majumdar

Synopsis

Cases in Business and Management consists of twelve current business cases from Australia, New Zealand and our region. This effective teaching resource is valuable and yet affordable for students of business, international business and strategy at both the postgraduate and the undergraduate level.

Key Features

- Includes some time-tested 'classic' cases that make invaluable reading, e.g. Wesfarmers, Country Road
- Includes cases that are timely and particularly relevant to today's global economic situation, including ABC Learning
- Most cases either take or include an international perspective
- Looks at CSR and sustainability as well as the sub-prime crises
- Includes cases from New Zealand, e.g. Air New Zealand
- Includes new and cutting edge cases, e.g. the Tata Nano

About the authors

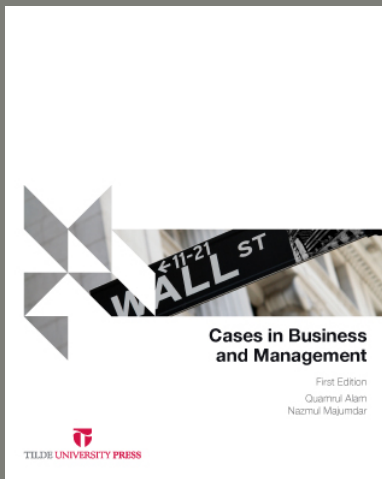
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For more information, please visit TUP at www.tup.net.au.



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