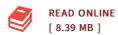# AQA AS Business Studies Student Unit Guide: Unit 2 Managing a Business (New edition)

By Isobel Rollitt-James

Hodder Education. Paperback. Book Condition: new. BRAND NEW, AQA AS Business Studies Student Unit Guide: Unit 2 Managing a Business (New edition), Isobel Rollitt-James, Perfect for revision, these guides explain the unit requirements, summarise the content and include specimen questions with graded answers. Each full-colour New Edition Student Unit Guide provides ideal preparation for your unit exam: - Feel confident you understand the unit: each guide comprehensively covers the unit content and includes topic summaries, knowledge check questions and a reference index- Get to grips with the exam requirements: the specific skills on which you will be tested are explored and explained- Analyse exam-style questions: graded student responses will help you focus on areas where you can improve your exam technique and performance CONTENTS: Content Guidance - Finance - People in business - Operations management - Marketing and the competitive environment Questions and Answers Case Study 1: Eastburys (Finance and People in Business) Case Study 2: Jacksons (Finance and People in Business) Case Study 3: BMW Mini (Operations Management) Case Study 4: Cadbury (Marketing and the Competitive Environment) Case Study 5: Pret A Manger (all Unit 2 topics) Case Study 6: 'Crisis? What crisis?' (all Unit 2 topics).

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