



# AQA A Level Business 2 Third Edition (Wolinski Coates) (Paperback)

By John Wolinski, Gwen Coates

HODDER EDUCATION, United Kingdom, 2015. Paperback. Condition: New. Language: English. Brand New Book. Exam Board: AQALevel: AS/A-levelSubject: BusinessFirst Teaching: September 2015First Exam: June 2017This textbook has been fully revised to reflect the 2015 AQA Business specification, giving you up-to-date material that supports your teaching and student s learning.- Gives in-depth insight into Business practices and theories - Wolinski and Coates are knownfor their comprehensive yet accessible style.- Ensures students can understand the real world context of what they re learning and applytheir knowledge with fact files on real businesses- Provides practice exercises at the end of each chapter that reflect the style of the newassessments including multiple choice, short answer, data response and case study questionsContentsUnit 7 Analysing the strategic position of a business-1 Mission, corporate objectives and strategy- 2 Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis- 3 Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance- 4 Analysing the external environment to assess opportunities and threats: political and legal change- 5 Analysing the external environment to assess opportunities and threats: economic change- 6 Analysing the external environment to assess opportunities and threats:...



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