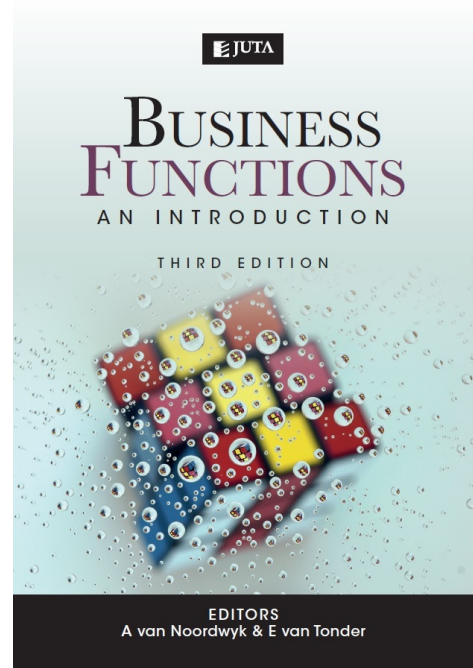


Business Functions

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About this Publication:

How do you define 'business'? What do you think are the 'functions' of a business? If you ask other people, you will likely get a different answer to yours. To get an authoritative view of how organisations do what they do every day and what the real role of a manager is, read this new edition of *Business Functions*. The topics it covers have been selected and presented so that you can enjoy current information from real, South African business examples and credible academic resources.

Each chapter gives clear learning outcomes and relevant information in digestible portions, written in a way that is simple and easy to understand. Self-evaluation questions at the end of each chapter give you the opportunity to test what you have learned.

Key Topics

- the role and functions of managers at different levels of an organisation
- internal and external business environments and how these interact with and influence any organisation
- marketing functions
- public relations functions
- financial functions
- human resource functions
- purchasing functions
- operations functions
- administrative functions.

Contents Include:

Chapter 1: Introduction to Business Management
Chapter 2: The business environment
Chapter 3: Marketing function
Chapter 4: The Public Relations Function
Chapter 5: The Financial Function
Chapter 6: The Human Resource Function
Chapter 7: The Purchasing Function
Chapter 8: The Operations Function
Chapter 9: The Role of Administrative Management Within an Organisation

Of Interest and Benefit to:

This book has been compiled especially for first year business management students and will prove to be the only introductory text on the various functions of a business that you will ever need.