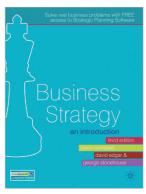


## Open Up the Real World

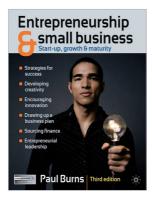


## Do your students struggle to relate business theory to practice?

Our business textbooks do exactly what they say on the tin, combining expertly written theory with true-to-life global examples - bringing the **real world** of business directly into the classroom.



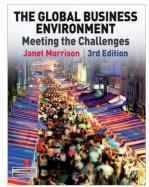
**Business Strategy**David Campbell, David Edgar and George Stonehouse



Entrepreneurship and Small Business Paul Burns



Essential Operations Management Alex Hill and Terry Hill



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