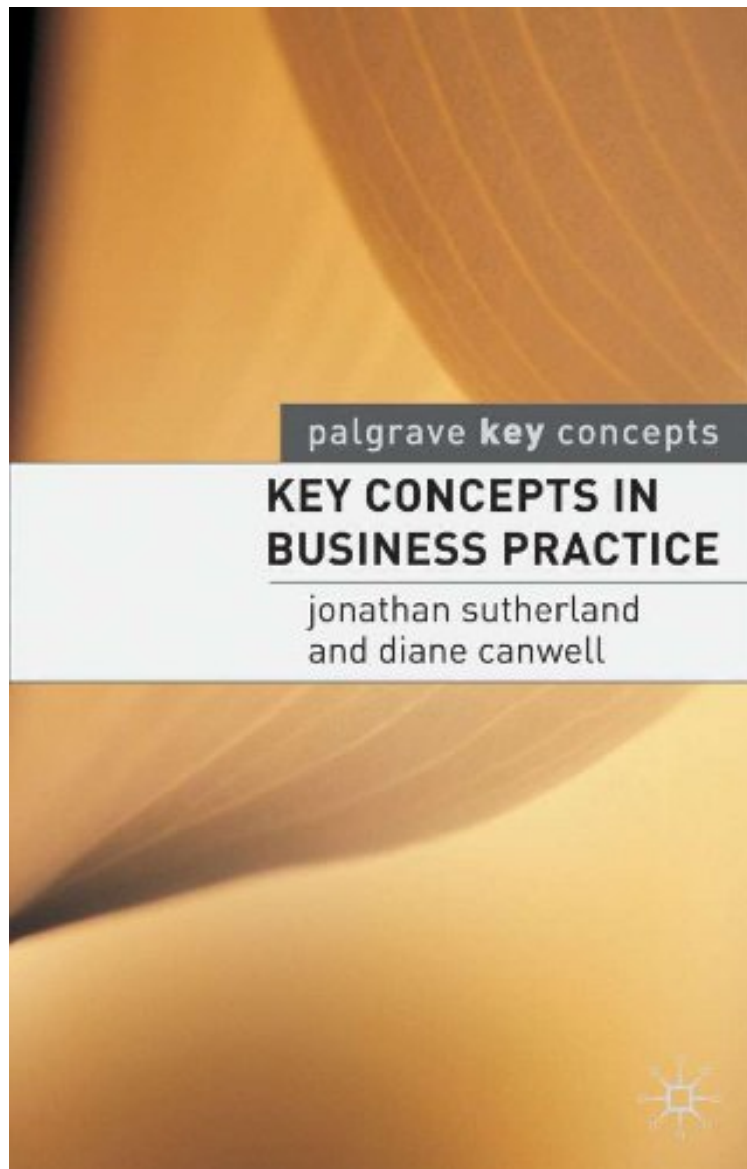


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## Key Concepts in Business Practice (Palgrave Key Concepts)

*Jonathan Sutherland, Diane Canwell*  
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Key Concepts in Business Practice is one of a range of comprehensive glossaries with entries arranged alphabetically

for easy reference. All major concepts, terms, theories and theorists are incorporated and cross-referenced. Additional reading and Internet research opportunities are identified. More complex terminology is made clearer with numerous diagrams and illustrations. With over 500 key terms defined, the book represents a comprehensive must-have reference for anyone studying a business-related course or those simply wishing to understand what business practice is all about. It will be especially useful as a revision aid.

About the Author JON SUTHERLAND and DIANE CANWELL are both experienced writers. They are the authors of a number of successful key reference and textbooks including *Marketing Campaigns* (1998), *Organisation Structures and Processes* (1997) and *Foundation Business* (1996). They are both former college lecturers specializing in business studies and are now full-time writers.