

CHAPTER OVERVIEW

1: Systems and Business Dynamics

- 1.1: Understanding the External Factors that Influence Business
- 1.2: Prelude - Why Is Apple Successful?
- 1.3: Introduction to This Course
- 1.4: Getting Down to Business
- 1.5: Functional Areas of Business
- 1.6: External Forces that Influence Business Activities
- 1.7: Goals of Business
- 1.8: End of Chapter Material

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