

Contents

<i>Preface</i>	9
Chapter 1: Advertising/Campaigns/Social Issues	11
Chapter 2: Advertising - Promotion	19
Chapter 3: Remarketing	23
Chapter 4: Marketing economies.....	28
Chapter 5: The Economy and Market.....	33
Chapter 6: Personnel Management	37
Chapter 7: Environment and Productivity	45
Chapter 8: The Nature of Inflation	51
Chapter 9: Microeconomics and Behaviour	55
Chapter 10: Technology I	60
Chapter 11: Technology II.....	66
Chapter 12: Social Needs.....	72
Chapter 13: Environment and Industries	77
Chapter 14: Some Common Pitfalls in Decision Making	84
Chapter 15: Labour	88
Chapter 16: Management Consultants	95
Chapter 17: Mergers	100
Chapter 18: Trend toward Unification	105
Chapter 19: Productivity Management	110
Chapter 20: The Importance of Forecasting	114
Chapter 21: The risks of business enterprise	118

Chapter 22: Planning Manpower Activities	121
Chapter 23: The Importance of Health, Safety and Welfare.	126
Chapter 24: Bonds and shares.	131
Chapter 25: The Stock Exchange I	137
Chapter 26: The Stock Exchange II	143
Chapter 27: International Communication.	147
Chapter 28: Bank money I	153
Chapter 29: Bank money II.	159
Chapter 30: Optimization	165
Chapter 31: Foreign Investment and the Cost of Capital I.	169
Chapter 32: Foreign Investment and the Cost of Capital II	173
Chapter 33: Usury Laws	177
Chapter 34: Why Stock Prices Change	182
Chapter 35: The Internet I	185
Chapter 36: The Internet II.	191
Chapter 37: E-mail: a blessing or a curse?	196
Chapter 38: Business Documentation.	202
Chapter 39: Paying-in slips and bank giro credits.	207
Chapter 40: Business organisations/Service provisions.	212
Chapter 41: Franchise.	216
Chapter 42: Cheques.	220
Chapter 43: The microchip technology	226
Chapter 44: Virtual Reality.	232
Chapter 45: The Euro's survival	239
Grammar	245
<i>Vocabulary from English into Greek</i>	269
<i>Bibliography</i>	286