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Develop understanding of business arguments and reasoning, with a clear progression pathway and case studies that illustrate core points. Ian Marcouse has been trusted by Business students for over 15 years and his updated textbook has been fully revised to reflect the 2015 AQA Business specification, giving you up-to-date material that supports your teaching and student's

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learning. - Guides students through the content in an easy to understand way, with the new 'logic chain' feature at the start of every chapter showing them the progression clearly - Helps students apply their knowledge and analyse business data with real business examples throughout - Consolidates students' learning and prepares them for assessment with the workbook feature at the end of every chapter containing knowledge check and practice questions

Collins' AQA A-level Business Student Book 2 has been newly written for the 215 AQA specifications. It

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will help students to master the knowledge and skills they need for the second year of A-level, and give them the confidence to engage with the real business world. Our Student Books have been entered into the AQA approval process. Collins AQA A-level Business Student Book 2 has been written in line with the 2015 AQA specifications. It will secure essential knowledge, critical skills and confidence in decision making to allow students to achieve their potential and engage with contemporary business. * Build confidence in making strategic decisions with the language

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of decision making and stimulating "Strategy in context" features integrated throughout * Develop an understanding of the interrelated nature of business using our mind maps to identify and analyze connections between topics * Build top-notch critical skills with our "Focus on skills" activities and "Aim to progress" tips * Develop confidence in using quantitative skills through clear worked examples and questions geared towards data analysis * Consolidate learning by revisiting previous knowledge at the start of every chapter * Secure essential knowledge

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with key words defined at the start and Check Your Understanding questions at the end of every chapter, and full coverage of new topics such as Carroll's Corporate Social Responsibility pyramid, managing international businesses and adopting digital technology * Connect with relevant issues and contexts by engaging with our contemporary case studies and fresh artworks * Apply your learning with opportunities for peer review and practice questions at the end of each section * Improve interpretation and communication skills with

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"Upgrade your skills" tasks at the end of each section Selected for an AQA approval process Benefit from the expert guidance of Surridge and Gillespie; this new edition of their well-known Student Book provides up-to-date content, real business examples and assessment preparation materials that help every student achieve their best in the 2017 specification. - Builds understanding of business concepts through accessible explanations, supported by definitions of key terms and tips that highlight important points and common misconceptions - Enables students to apply their

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knowledge to real business examples, issues and contexts in the 'Business insight' feature - Develops investigative, analytical and evaluation skills through multiple choice, short answer and case study/data response questions, sample answers and commentary - Encourages students to track their progress using learning outcomes, end-of-chapter summaries and knowledge-check questions - Helps students practise and improve their quantitative skills via the 'Maths moment' feature - Stretches students with questions that test their ability to make

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an informed judgement
Reinforce your understanding
of managers, leadership and
decision-making with this
AQA A-level Business Student
Guide. This book covers
Themes 1-6 of the 10 themes
in A-level Business, which
can be examined in all three
A-level papers: -What is
business? -Managers,
leadership and decision
making -Decision making to
improve marketing
performance -Decision making
to improve operational
performance -Decision making
to improve financial
performance -Decision making
to improve human resource
performance This Student
Guide will help you to:

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-Identify key content for the exams with our concise coverage of topics -Avoid common pitfalls with clear definitions and exam tips throughout -Reinforce your learning with bullet-list summaries at the end of each section -Test your knowledge with rapid-fire knowledge check questions and answers -Find out what examiners are looking for with our Questions & Answers section

A/AS Level English Language for AQA Student Book

AQA Business Student Guide 1: Topics 1.1-1.3

My Revision Notes: AQA A-level Business: Third Edition

AQA A-Level Business Year 2

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Fourth Edition Answer Guide
(Wolinski and Coates)

AQA A-level Business Year 1
and AS Fourth Edition
(Wolinski and Coates)

These fully revised and up-to-date new editions and answer guides from Wolinski and Coates provide comprehensive coverage of the AQA A-level Business specification. - Wolinski and Coates' comprehensive yet accessible style remains unchanged, covering everything students will need to succeed - Updated fact files and case studies give profiles of real business, so students can understand the real-world context of what they're learning - Practice exercises and case studies with questions throughout allow students to apply their knowledge and prepare for assessment - Answer guides support teaching and saves

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time in marking

This textbook has been fully revised to reflect the 2015 AQA Business specification, giving you up-to-date material that supports your teaching and student's learning. - Builds up quantitative skills with 'Maths moment' features and assesses them in the end of chapter activities - Ensures students have the knowledge of real life businesses so they can apply their theoretical understanding with the 'Business in focus' feature - Helps students get to grips with the content and tests key skills with activities at the end of every chapter

Our updated approach to revision will help you learn, practise and apply your skills and understanding. Coverage of key content is combined with practical study tips and effective revision strategies to create a guide you can

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rely on to build both knowledge and confidence. My Revision Notes: AQA A-level Business: Third Edition will help you: - Plan and manage your revision with our topic-by-topic planner and exam breakdown introduction - Develop your subject knowledge by making links between topics for more in-depth exam answers - Improve subject-specific skills with an exam skills checkbox at the end of each chapter - Avoid common mistakes and enhance your exam answers with examiner tips - Practise and apply your skills and knowledge with exam-style questions and frequent questions with answer guidance online - Understand key terms you will need for the exam with user-friendly definitions and a glossary - Build quick recall with bullet-pointed summaries at the end of each chapter

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Make the most of your AQA A Level Business Student Book and minimise your marking with this invaluable Answer Guide from Wolinski and Coates. - Gathers all the questions from the Student Book together in one place for easy comparison between questions and answers - Mirrors the structure of the Student Book so you can quickly find what you are looking for - Supports your teaching with guidance on the assessment requirements and mark schemes.

AQA Business for a Level (Marcouse)

AQA A-level Spanish (includes AS)

Topics 710

AQA A-level Business Student Guide

4: Topics 1.9-1.10

**Exam Board: AQA Level: A-level
Subject: Business Written by**

experienced author Mike Pickerden, this Student Guide for Business focuses on the topic of analysing the strategic direction of a business and choosing strategic direction. The first section, Content Guidance, summarises content needed for the exams, with knowledge-check questions throughout. The second section, Questions and Answers, provides samples of different questions and student answers with examples of how many marks are available for each question. Students can:

- Identify key content for the exams with our concise summary of topics
- Find out

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Topics 1.7-1.8 Aqa A Level
Student Guide 3

what examiners are looking for with our Questions and Answers section - Test their knowledge with rapid-fire questions and answers - Avoid common pitfalls with clear definitions and exam tips throughout - Reinforce their learning with bullet-list summaries at the end of each section

AQA A-level Business Student
Guide 4: Topics 1.9-1.10 Philip
Allan

AQA Business Studies is the only set of resources to have been developed with, and exclusively endorsed by, AQA, making them the first choice to support the new AQA specification for AS

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and A2. With a range of truly
blended resources, AQA

Business Studies offers complete coverage and support through a variety of printed and electronic media. By working closely with AQA , Nelson Thornes have produced resources that will give students and teachers all they need to work through the specification with complete confidence.

Exam Board: AQA Level: AS/A-level Subject: Business Written by experienced examiner Neil James, this Student Guide for Business focuses on the topic of decision-making to improve operational, financial and human

resources performance. The first section, Content Guidance, summarises content needed for the exams, with knowledge-check questions throughout. The second section, Questions and Answers, provides samples of different questions and student answers with examples of how many marks are available for each question. Students can:

- Identify key content for the exams with our concise summary of topics
- Find out what examiners are looking for with our Questions and Answers section
- Test their knowledge with rapid-fire questions and answers
- Avoid common pitfalls

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Topics 1.7 1.8 Aqa A Level
Student Guide 3
with clear definitions and exam
tips throughout - Reinforce their
learning with bullet-list
summaries at the end of each
section

Second Edition

AQA a Level Business 1 Third
Edition (Wolinski and Coates)

Answers

AQA A-Level Business Workbook
1

AQA A-LEVEL BUSINESS
STUDENT GUIDE 2

AQA A-level Business Student
Guide 3: Topics 1.7-1.8

*This textbook has been fully revised
to reflect the 2015 AQA Business
specification, giving you up-to-date
material that supports your teaching*

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and student's learning. - Gives in-depth insight into Business practices and theories - Wolinski and Coates are known for their comprehensive yet accessible style. - Ensures students can understand the real world context of what they're learning and apply their knowledge with fact files on real businesses - Provides practice exercises at the end of each chapter that reflect the style of the new assessments including multiple choice, short answer, data response and case study questions

Contents Unit 7 Analysing the strategic position of a business - 1 Mission, corporate objectives and strategy - 2 Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis - 3 Analysing the existing internal position of a

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business to assess strengths and weaknesses: overall performance - 4

Analysing the external environment to assess opportunities and threats: political and legal change - 5

Analysing the external environment to assess opportunities and threats: economic change - 6

Analysing the external environment to assess opportunities and threats: social and technological - 7

Analysing the external environment to assess opportunities and threats: the competitive environment - 8

Analysing strategic options: investment appraisal Unit 8 Choosing strategic direction - 9

Strategic direction: choosing what markets to compete in and what products to offer - 10

Strategic positioning: choosing how to compete Unit 9

Strategic methods: how to pursue

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strategies - 11 Assessing a change in
scale - 12 Assessing innovation - 13

Assessing internationalisation - 14

Assessing greater use of digital
technology Unit 10 Managing

strategic change - 15 Managing

change - 16 Managing organisation

culture - 17 Managing strategic

implementation - 18 Problems with

strategy and why strategies fail

Reinforce your understanding of
managers, leadership and decision-

making with this AQA A-level

Business Student Guide. This book

covers Themes 1-7 of the 10 themes

in A-level Business, which can be

examined in all three A-level papers:

-Analysing the strategic position of a

business -Choosing strategic direction

-Strategic methods: how to pursue

strategies -Managing strategic

change This Student Guide will help

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you to: -Identify key content for the exams with our concise coverage of topics -Avoid common pitfalls with clear definitions and exam tips throughout -Reinforce your learning with bullet-list summaries at the end of each section -Test your knowledge with rapid-fire knowledge check questions and answers -Find out what examiners are looking for with our Questions & Answers section

Exam Board: AQA Level: AS/A-level
Subject: Spanish First Teaching:
September 2017 First Exam: June
2018 Our Student Book has been approved by AQA. Support the transition from GCSE and through the new A-level specification with a single textbook that has clear progression through four defined stages of learning suitable for a range of abilities. We have developed a

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completely new textbook designed specifically to meet the demands of the new 2016 specification. The Student Book covers both AS and A-level in one textbook to help students build on and develop their language skills as they progress throughout the course. - Exposes students to authentic target language material with topical stimulus, and film and literature tasters for every work - Supports the transition from GCSE with clear progression through four stages of learning: transition, AS, A-level and extension - Builds grammar and translation skills with topic-related practice and a comprehensive grammar reference section - Develops language skills with a variety of tasks, practice questions and research activities - Gives students the tools they need to

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succeed with learning strategies throughout - Prepares students for the assessment with advice on essay-writing and the new individual research project Audio resources to accompany the Student Book must be purchased separately through your institution. They can be purchased in several ways: 1) as part of the Dynamic Learning Teaching and Learning resource; 2) as a separate audio download; 3) as part of the Student eTextbook. The Audio resources are not part of the AQA approval process.

- Covers all of the questions from the textbook - Mirroring the textbook so you can quickly and easily find the material you are looking for

My Revision Notes: AQA A Level Business

Aqa A-Level Business -- Student

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AQA A-level Business (Surridge and Gillespie)

*Essential Business Studies A Level:
AS Student Book for AQA*

*AQA A-level Business Student Guide
1: Topics 1-6*

A new series of bespoke, full-coverage resources developed for the 2015 A Level English qualifications. Created specifically for the AQA A/AS Level English Literature A specification for first teaching from 2015, this print Student Book is suitable for all abilities, providing stretch opportunities for the more able and additional scaffolding for those who need it. Helping bridge the gap between GCSE and A Level, the unique three-part structure focuses on texts within a particular time period and supports students in interpreting texts and reflecting on how writers make

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meaning. An enhanced digital version and free Teacher's Resource are also available.

Written by experienced examiner Neil James, this Student Guide for Business:

- Identifies the key content you need to know with a concise summary of topics examined in the AS and A-level specifications
- Enables you to measure your understanding with exam tips and knowledge check questions, with answers at the end of the guide
- Helps you to improve your exam technique with sample answers to exam-style questions
- Develops your independent learning skills with content you can use for further study and research

Exam Board: AQA Level: AS/A-level
Subject: Business Written by experienced examiner Neil James, this Student Guide for Business focuses

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Topics 1 7 1 8 Aqa A Level Student Guide 3

on the key topics of business, management, leadership and decision-making to improve marketing performance. The first section, Content Guidance, summarises content needed for the exams, with knowledge-check questions throughout. The second section, Questions and Answers, provides samples of different questions and student answers with examples of how many marks are available for each question. Students can:

- * Identify key content for the exams with our concise summary of topics
- * Find out what examiners are looking for with our Questions and Answers section
- * Test their knowledge with rapid-fire questions and answers
- * Avoid common pitfalls with clear definitions and exam tips throughout
- * Reinforce their learning with bullet-list summaries

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at the end of each section

New 2017 Cambridge A Level Maths and Further Maths resources to help students with learning and revision.

Written for the AQA AS/A Level Further Mathematics specifications for first teaching from 2017, this print Student Book covers the compulsory content for AS and the first year of A Level. It balances accessible exposition with a wealth of worked examples, exercises and opportunities to test and consolidate learning, providing a clear and structured pathway for progressing through the course. It is underpinned by a strong pedagogical approach, with an emphasis on skills development and the synoptic nature of the course. Includes answers to aid independent study. This book has entered an AQA approval process.

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Student Guide 3
AQA A-Level Business Year 1 and AS
Fourth Edition Answer Guide (Wolinski
and Coates)

AS & A Level Business Studies
Through Diagrams

AQA Business for A Level 2

AQA Business for AS (Marcousé)

AQA Business for A Level (Marcousé)

These fully revised and up-to-date
new editions and answer guides
from Wolinski and Coates provide
comprehensive coverage of the
AQA A-level Business
specification. - Wolinski and Coates'
comprehensive yet accessible style
remains unchanged, covering
everything students will need to
succeed - Updated fact files and case
studies give profiles of real business,
so students can understand the real-

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world context of what they're learning - Practice exercises and case studies with questions throughout allow students to apply their knowledge and prepare for assessment - Answer guides support teaching and save time in marking

Target success in AQA A-level Business with this proven formula for effective, structured revision; key content coverage is combined with exam-style tasks and practical tips to create a revision guide that students can rely on to review, strengthen and test their knowledge.

With My Revision Notes every student can: - Plan and manage a successful revision programme using the topic-by-topic planner -

Consolidate subject knowledge by working through clear and focused content coverage - Test understanding and identify areas for improvement with regular 'Now Test Yourself' tasks and answers - Improve exam technique through practice questions, expert tips and examples of typical mistakes to avoid - Get exam ready with extra quick quizzes and answers to the practice questions available online

Essential Business Studies features a thematic approach with a vibrant and accessible format to fully engage students. Activities and guidance on exam preparation, summary mindmaps and up-to-date, dynamic case studies are just some

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of the features helping to deliver the key course content. Whiteboard and Teacher Support CD-ROMs also available.

Exam Board: AQA Level: A-level

Subject: Business First Teaching:

September 2015 First Exam:

September 2017 Written by

examiners and teachers, Student

Guides: - Help students identify

what they need to know with a

concise summary of the theme

examined in the A-level

specification - Consolidate

understanding with exam tips and

knowledge check questions -

Provide opportunities to improve

exam technique with sample graded

answers to exam-style questions -

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Student Guide 3

Develop independent learning and research skills - Provide the content for generating individual revision notes

AQA A Level Business 2 Third Edition (Wolinski & Coates)

A/AS Level English Literature A for AQA Student Book

Answer guide (SurrIDGE and Gillespie)

AQA Business Studies A2

AQA A-level Business

Reinforce your understanding of managers, leadership and decision-making with this AQA A-level Business Student Guide.

This book covers Themes 1-7 of the 10 themes in A-level Business, which can be

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Topics 1 7 1 8 Aqa A Level Student Guide 3

examined in all three A-level papers: -Analysing the strategic position of a business -Choosing strategic direction -Strategic methods: how to pursue strategies -Managing strategic change This Student Guide will help you to: -Identify key content for the exams with our concise coverage of topics -Avoid common pitfalls with clear definitions and exam tips throughout -Reinforce your learning with bull.

Student Guides help you to: - identify the key content you need to know, with a concise summary of topics examined in the AS and A-level specifications - develop

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your independent learning skills with content you can use for further study and research - measure your understanding with exam tips and knowledge check questions, with answers at the end of the guide - improve your exam technique with sample answers to exam-style questions

A new series of bespoke, full-coverage resources developed for the 2015 A Level English qualifications. Endorsed for the AQA A/AS Level English Language specifications for first teaching from 2015, this print Student Book is suitable for all abilities, providing stretch opportunities for the more able

and additional scaffolding for those who need it. Helping bridge the gap between GCSE and A Level, the unique three-part structure provides essential knowledge and allows students to develop their skills through a deeper study of key topics, whilst encouraging independent learning. An enhanced digital version and free Teacher's Resource are also available. SurrIDGE and Gillespie are back, helping students of all abilities reach their goal; develop students' quantitative and analytical skills, knowledge and ability to apply theoretical understanding through real life

business examples and varied activities. This textbook has been fully revised to reflect the 2015 AQA Business specification, giving you up-to-date material that supports your teaching and student's learning. - Builds up quantitative skills with 'Maths moment' features and assesses them in the end of chapter activities - Ensures students have the knowledge of real life businesses so they can apply their theoretical understanding with the 'Business in focus' feature - Helps students get to grips with the content and tests key skills with activities at the end of every chapter

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Topics 1-6

AQA AS/A level Business

Student Guide 2: Topics 1.4-1.6

A Level Further Mathematics for
AQA Student Book 1 (AS/Year 1)

Topics 1.7-1.8

A2-Level Business Studies

Make the most of your AQA A
Level Business Student Book and
minimise your marking with this
invaluable Answer Guide from
SurrIDGE and Gillespie. - Gathers all
the questions from the Student Book
together in one place for easy
comparison between questions and
answers - Mirrors the structure of
the Student Book so you can quickly
find what you are looking for -
Supports your teaching with

guidance on the assessment

requirements and mark schemes.

Reinforce your understanding of managers, leadership and decision-making with this AQA A-level Business Student Guide. This book covers Themes 1-6 of the 10 themes in A-level Business, which can be examined in all three A-level papers:

- What is business?
- Managers, leadership and decision making
- Decision making to improve marketing performance
- Decision making to improve operational performance
- Decision making to improve financial performance
- Decision making to improve human resource performance

This Student Guide

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will help you to: -Identify key content for the exams with our concise covera.

A2-Level Business Studies

Complete Revision & Practice

Make the most of your AQA A

Level Business Student Book and

minimise your marking with this

invaluable Answer Guide from John

Wolinski and Gwen Coates. These

invaluable Answer Guides gather all

the questions from the Student

Books. The Answer Guides mirror

the structure of the Student Books so

you can quickly find what you are

looking for and supports your

teaching with guidance on the

assessment requirements and mark

schemes.

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AQA A-level Business Student
Student Guide 3
Guide 2: Topics 7–10

AQA A-level Business Year 2
Fourth Edition (Wolinski and
Coates)

AQA Business for A Level 1
(SurrIDGE & Gillespie)

Aqa A-level Business Student Guide
3

AQA AS/A Level Business Student
Guide 1: Topics 1.1-1.3

Student Guides help you to:

- identify the key content you need to know, with a concise summary of topics examined in the AS and A-level specifications -
- develop your independent learning skills with content you can use for further

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study and research - measure your understanding with exam tips and knowledge check questions, with answers at the end of the guide - improve your exam technique with sample answers to exam-style questions.

Ian Marcousé has been trusted by Business students for over 15 years and his updated textbook has been fully revised to reflect the 2015 AQA Business specification, giving you up-to-date material that supports your teaching and student's learning. - Guides students through the content in an easy to understand way, with the new 'logic chain' feature at the start

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of every chapter showing them the progression clearly

- Helps students apply their knowledge and analyse business data with real business examples throughout
- Consolidates students' learning and prepares them for assessment with the workbook feature at the end of every chapter containing knowledge check and practice questions

SurrIDGE and Gillespie's bestselling AQA textbooks brought together in one updated volume covering the whole of AQA A-level Business. - This textbook's content matches the specification in SurrIDGE and Gillespie's accessible

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style - Engages students with updated case studies of real companies, helping students see how business concepts and theories relate to the real world - Gives students the opportunity to build the skills they need for assessment with practice questions throughout - Helps students to build up their quantitative and analytical skills, with opportunities to analyse data - Supports student revision with new end-of-unit recap sections - Helps you cut down your preparation and marking time with an accompanying Answer Guide* * The accompanying Answer Guide has not been through the AQA approval

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Topics 1 7 1 8 Aqa A Level process

DT These highly successful revision guides have been brought right up-to-date for the new A Level specifications introduced in September 2000. DT Oxford Revision Guides are highly effective for both individual revision and classroom summary work. The unique visual format makes the key concepts and processes, and the links between them, easier to memorize. DT Students will save valuable revision time by using these notes instead of condensing their own. DT In fact, many students are choosing to buy their own copies so that they can

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colour code or highlight
them as they might do with
their own revision notes.

AQA A-LEVEL BUSINESS STUDENT
GUIDE 1

AQA GCSE (9-1) Business