



# **Business Studies For Dummies**

*By Richard Pettiner*

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#### About the Author

**Richard Pettinger, MBA**, is the Principal Teaching Fellow in Management Education at the Department of Management Science and Innovation, University College London. He is also Director of the BSc/MSci Information Management for Business programme, a major national initiative to transform undergraduate and pre-professional business and management education. [Users Review](#)[From reader reviews](#):

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