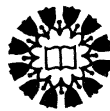


English
for the Students of
Business Administration

Dr. Mohammad-Ali Babaie Zakliki

Tehran
2008/1387



The Organization for Researching and Composing
University Textbooks in the Humanities (SAMT)

Table of Contents

Unit	Title	Page
1.	Introduction to Marketing Management	1
2.	Commercial Banks	9
3.	Business and Law: The Law of Contract	18
4.	The Principles of Insurance	27
5.	Consumer Behavior	37
6.	The New Products	46
7.	Financial Analysis for Marketing Planning	55
8.	Sales Forecasting	67
9.	Marketing Channels	76
10.	The Nature of Marketing Research	86
11.	Service Marketing	98
12.	The Scope of Strategic Management	108
13.	Developing Competitive Advantage	119
14.	The Evolution of International Business	129
15.	History of the International Monetary System	139
	References	149