

Unit 1

The Economy and You



Real-World Business and Career Profile

Preview

P.B.Loco produces and sells gourmet peanut butter in cafés and online. At the end of this unit, you will learn about the founders of P.B.Loco and how they achieved their success.

Decision Making Do you use a decision-making process every time you buy something?



Unit 1

Thematic Project Preview

Trends in the World of Business After completing the unit, you will research trends in the world of business to find out how they can affect business and workers.

Project Checklist As you read the chapters in this unit, use this checklist to prepare for the unit project.

- ✓ Think about how economic events affect workers you know.
- ✓ Consider how technology has evolved during your lifetime.
- ✓ Look for cultural diversity in your community.
- ✓ Notice how globalization affects business.