



Relentless Change: A Casebook for the Study of Canadian Business History (Rotman-UTP Publishing)

Joe Martin

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Casebooks in business history are designed to instruct students in classrooms and boardrooms about the evolution of business management. The first casebook for the study of business history in a Canadian context, Joseph E. Martin's text will help students, both in the classroom and the boardroom, understand the Canadian economy and guide them in making sound decisions and contributing to a healthy, growing economy.

Thirteen original case studies from the mid-nineteenth to the twenty-first centuries deal with different industry sectors as well as individual corporations and managers. Overviews provide context by examining major public policy decisions and key developments in the financial system that have affected business practices. Martin also presents eight original tables that trace the evolution of the 60 largest Canadian corporations between 1905 and 2005. *Relentless Change* is an invaluable resource for instructors and business students and clearly demonstrates how businesses are affected by the interaction of individual decisions, policy changes, and market trends.

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