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This book is a practical and accessible guide to understanding and implementing the Pestle analysis, providing you with the essential information and saving time.

In 50 minutes you will be able to:

- * Understand the uses of the Pestle analysis and how it can be useful for your business
- * Categorize the macroeconomic variables of your business into the six different sections of the Pestle analysis: Political, Economic, Socio-cultural, Technological, Legal and Environmental.
- * Analyze your findings and use the information to construct possible future scenarios and plan the best action to take in advance

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