TOPIC: BUSINESS AND SOCIETY

Description

Begin each writing assignment by identifying the question number you are answering followed by the actual question itself (in bold type). • Use a standard essay format for responses to all questions (i.e., an introduction, middle paragraphs and conclusion). • Responses must be typed double-spaced, using a standard font (i.e. Times New Roman) and 12 point type size. Word count is NOT one of the criteria that is used in assigning points to writing assignments. However, students who are successful in earning the maximum number of points tend to submit writing assignments that fall in the following ranges: Undergraduate courses: 350 - 500 words or 1 - 2 pages.

Please answer ONE of the following: 1. Describe the nonmarket issue life cycle. List and explain the different stages.

2. Describe market and nonmarket strategies. Explain the significance of a nonmarket strategy.

3. Examine four factors that affect the effectiveness of private politics social pressure

Citation Styles The majority of your response should be your own original writing based on what you have learned from the textbook. However, students may also use outside materials if applicable. Be sure to provide a citation and a reference for any materials used, including the required textbook. The following points are designed to help you understand how to provide proper citations and references for your work: • Sources are listed in two places. • The first, a citation, is briefly listed within your answer. This includes identifying information that directs the reader to your list of references at the end of your writing assignment. • The second, a reference, is at the end of your work in the list of references section. • All sources cited should follow APA style and provide enough identifying information so that the reader can access the original material.