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**PESTLE Analysis - Know External Business Environment**
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**PESTEL Analysis Examples | BusinessTeacher.org**
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A PESTLE analysis is a tool used to gain a macro picture of an industry environment. PESTLE stands for Political, Economic, Social, Technological, Legal and Environmental factors. It allows a company to form an impression of the factors that might impact a new business or industry.

PESTLE Analysis - International Business - Subject guides
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Definition Of International Business – “The economic system of exchanging good and services, conducted between individuals and businesses in multiple countries.”

3. PEST ANALYSIS
• P - Political changes
• E - Economic changes
• S - Socio - Cultural changes
• T - Technological changes
4.
PEST factors in International Business

PESTLE Analysis Example or PEST Model for identifying and analyzing the factors in the general environment. The PESTLE Analysis Example covers the political, economic, socio-cultural, technological, legal and environmental (natural). However, there is described the PESTLE Analysis Example or PEST Model Analysis.

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