

Ricky W Griffin Ronald J Ebert Business Eighth Edition

This best-selling book continues to present a brief no-nonsense approach to the fundamentals of business that spans the range of all functional areas- management, marketing, operations, accounting, information systems, finance, and legal studies. Topics comprehensively covered include: the contemporary business environment; the business of managing; principles of marketing; managing information; people in organizations; and financial issues. An excellent reference resource for business managers and executives; also appropriate for entrepreneurs and others involved in business relations.

This best-selling book provides readers with a comprehensive overview of every aspect of business and the environment in which business prospers. Business, Sixth Edition, has captured the flavor and excitement of the new economy in all of its rapidly evolving practices. The new edition continues the book's user-friendly tradition and its commitment to relevant material and hands-on learning. It also focuses on people in business and the decisions they make on a daily basis. The authors have taken this commitment to new levels in an effort to provide more personal—and, at the same time, more practical—access to people who do business by letting readers ask them questions about cutting-edge business issues and practices. Chapter topics include understanding the U.S. business system, understanding the global context of business, conducting business ethically and responsibly, managing and organizing the business enterprise, understanding entrepreneurship and small business, managing human resources, understanding labor & management relations, understanding principles of marketing, managing operations and information, and understanding financial issues. For anyone who wants to better understand the business environment and the people who populate it.

For Introduction to Business courses. Focus on the Practical Skills and Important Developments in Business The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for business—and a need for a change in Introduction to Business courses and texts. Business Essentials captures the widespread significance of these developments and presents their implications on businesses today. The Eleventh Edition includes new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concepts that they are learning, and making this text the most current and relevant one available on the market today. MyBizLab® not included. Students, if MyBizLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyBizLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information. MyBizLab is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.

This best-selling text moves from broad, general perspectives to focused coverage of specific business functions. A variety of boxes, vignettes and quotes work together to draw students dynamically into the real world of contemporary business.

Business

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For Introduction to Business courses. Focus on the Practical Skills and Important Developments in Business The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for business—and a need for a change in Introduction to Business courses and texts. Business Essentials captures the widespread significance of these developments and presents their implications on businesses today. The Eleventh Edition includes new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concepts that they are learning, and making this text the most current and relevant one available on the market today. MyBizLab® not included. Students, if MyBizLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyBizLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information. MyBizLab is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.

Business Essentials continues to provide a solid foundation of the essential topics in business. Its focus on practical skills, knowledge of the basics, and important developments in business makes for a brief book, but a rich experience. The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for business--and a need for a change in the Introduction to Business course and text. This text captures the widespread significance of these developments and presents their implications on businesses today. MyBizLab for Business Essentials is a total learning package. MyBizLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams--resulting in better performance in the course--and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience--for you and your students. Here's how: Personalize Learning with MyBizLab: Inspire the exchange of new ideas and foster intriguing discussions with the abundant resources found in MyBizLab. Real World Business Practices Focus: An abundance of the latest real world business developments and examples provide clear illustrations of business concepts and current dilemmas, and every chapter shows how basic practices apply not only in business upswings, but also during economically challenging times as well. Help Students Review and Apply Concepts: Examples and exercises allow students to see how entrepreneurs are putting into practice the concepts that they are learning. Keep Your Course Current and Relevant: New examples, research findings, and examples appear throughout the text. Note: You are purchasing a standalone product; MyBizLab does not come packaged with this content. If you would like to purchase both the physical text and MyBizLab search for ISBN-10: 0133771555/ISBN-13: 9780133771558. That package includes ISBN-10: 0133454428/ISBN-13: 9780133454420 and ISBN-10: 0133456358/ISBN-13: 9780133456356. MyBizLab is not a self-paced technology and should only be purchased when required by an instructor.

For introductory business courses. Focus on the practical skills and important developments in business. The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for businesses -- and a need for change in introductory business courses and texts. Business Essentials captures the widespread significance of these developments and presents their implications on companies today. The 12th Edition includes new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concept.

Includes ahead of title page a supplement entitled: Focus on business, and, Answers to questions from chapter ends.

This "best-selling book" continues to present a brief "no-nonsense" approach to the fundamentals of business that spans the range of all functional areas-- management, marketing, operations, accounting, information systems, finance, and legal studies. Topics comprehensively covered include: the contemporary business environment; the business of managing; principles of marketing; managing information; people in organizations; and financial issues. An excellent reference resource for business managers and executives; also appropriate for entrepreneurs and others involved in business relations.

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THINK & ANALYZE -- like a business professional. Cutting-edge firsts, up-to-date issues that shape today's business world, and creative pedagogy help students build a solid foundation of business knowledge. This new edition continues with the strengths that made the previous editions so successful--comprehensiveness, accuracy, currency, and readability. Note: If you are purchasing an electronic version, MyBizLab does not come automatically packaged with it. To purchase MyBizLab, please visit www.MyBizLab.com or you can purchase a package of the physical text and MyBizLab by searching for ISBN 10: 0133581977 / ISBN 13: 9780133581973.

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