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Busn 8



Synopsis

Created by the continuous feedback of a "student-tested, faculty-approved" process, BUSN 8 delivers a visually appealing, succinct print component, tear-out review cards for students and instructors and a consistent online offering with Enhanced CourseMate that includes an eBook in addition to a set of interactive digital tools all at a value-based price and proven to increase retention and outcomes.

Book Information

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Customer Reviews

"The graphics and layout of the chapter was very eye catching making it something that you would want to read." This quote is in reference to Chapter 3, "The World Marketplace: Business Without Borders." "Overall very good coverage of the chapter concepts. Exhibits are very good and help students conceptualize numbers." This quote is in reference to Chapter 9, "Finance: Acquiring & Using Funds to Maximize Value." "I like the explanation and presentation of financial statements. I also like that the key definitions are off to the side of the visuals." The quote is in reference to Chapter 8, "Accounting: Decision Making by the Numbers."

Marcella Kelly teaches the Introduction to Business course at Santa Monica College. In addition to her well-recognized expertise in the areas of marketing and management, Ms. Kelly has extensive industry experience in today's business environment. Ms. Kelly earned her master's degree from UCLA and balances her firsthand business experience with strong teaching credentials built through years of experience in the classroom. Chuck Williams is Dean of the College of Business at Butler

University. Dr. Williams previously served as Dean of the Eberhardt School of Business at the University of the Pacific and as Associate Professor of Management at the M.J. Neeley School of Business at Texas Christian University. Dr. Williams has also served as Associate Dean and Chair of Management and has taught at Michigan State University and Oklahoma State University. Dr. Williams received his B.A. in psychology from Valparaiso University. He specialized in organizational behavior, human resources, and strategic management while earning his M.B.A and Ph.D. in business administration from Michigan State University. His research interests include employee recruitment and turnover, performance appraisal, and employee training and goal setting. Dr. Williams has published research in the JOURNAL OF APPLIED PSYCHOLOGY, the ACADEMY OF MANAGEMENT, HUMAN RESOURCE MANAGEMENT REVIEW, PERSONNEL PSYCHOLOGY, and the ORGANIZATIONAL RESEARCH METHODS JOURNAL. He was a member of the JOURNAL OF MANAGEMENT's editorial board and currently serves as a reviewer for numerous other academic journals. He was also Webmaster for the Research Methods Division of the Academy of Management.

Yes this is a textbook for a class I really didn't want to take BUT I am finding the book interesting and very well written.. the book is easy to navigate and buying it on saved me about \$100 vs school bookstore. I am very happy with my purchase

At first I did not understand why I was having to buy this book and take this class. Now at Chapter 13 and already learned a lot I actually though I knew but did not. It is written towards a very 18ish audience and leans a bit to the left but in the end it has been a good text book that has taught me a lot.

Great book

The book was in great shape.

Decent book, but for me the format is a little bit to childish. I also think the price doesn't go with the content, meaning: it's too expensive for what you actually get from it.

Exactly as described.

I love this book. At the end of the chapter it summarizes all the main concepts. You're also able to go online and take practice quizzes or flip through the interactive ebook.

Used and in perfect shape! Absolutely happy with the product! THANK YOU SO MUCH FOR THE GREAT DEAL AND AWESOME TIMING OF THE DELIVERY

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