

Understanding Business (Ninth Edition)



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Reviews

*It is simple in study safer to understand. It can be full of knowledge and wisdom Your way of life span is going to be enhance when you full looking at this book.
(Lavina Torp)*

UNDERSTANDING BUSINESS (NINTH EDITION)



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McGraw-Hill Education, 2012. Softcover. Book Condition: New. 5th or later edition. Understanding Business by Nickels, McHugh, and McHugh has been the number one textbook in the introduction to business market for several editions. As teachers of the course and users of their own materials, the author team is dedicated to the principles of excellence in business education. From providing the richest most current topical coverage to using dynamic pedagogy that puts students in touch with today?s real business issues, to creating groundbreaking and market-defining ancillary items for professors and students alike, Understanding Business leads the way. TABLE OF CONTENTS: Chapter 1: Taking Risks and Making Profits within the Dynamic Business Environment Chapter 2: Understanding How Economics Affects Business Chapter 3: Doing Business in Global Markets Chapter 4: Demanding Ethical and Socially Responsible Behavior Chapter 5: How to Form a Business Chapter 6: Entrepreneurship and Starting a Small Business Chapter 7: Management and Leadership Chapter 8: Adapting Organizations to Today?s Markets Chapter 9: Production And Operations Management Of Goods And Services Chapter 10: Motivating Employees Chapter 11: Human Resource Management: Finding and Keeping The Best Employees Chapter 12: Dealing with Employee?Management Issues and Relationships Chapter 13: Marketing: Helping Buyers Buy Chapter 14: Developing and Pricing Goods And Services Chapter 15: Distributing Products Chapter 16: Using Effective Promotions Chapter 17: Understanding Accounting and Financial Information Chapter 18: Financial Management Chapter 19: Using Securities Markets for Financing and Investing Opportunities Chapter 20: Money, Financial Institutions, and the Federal Reserve Appendix A Working Within The Legal Environment Appendix B Using Technology to Manage Information Appendix C Managing Risk Appendix D Managing Personal Finances Printed Pages: 800.



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