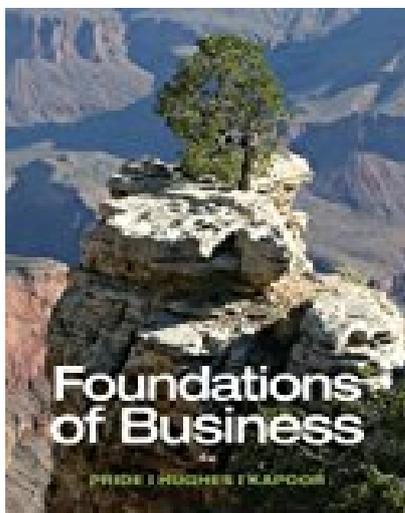


Foundations of Business



BOOK DETAILS

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BOOK SYNOPSIS

Foundations of Business, 3E gives students the comprehensive preparation they'll need to SUCCEED in today's competitive business world. By providing a brief survey of the major functional areas of business, including management, marketing, accounting, finance, economics, and information technology, this text introduces the reader to core business practices. In addition, the authors address other important concepts such as ethics and social responsibility, forms of ownership, small business and entrepreneurship, and international business. This edition is filled with cutting-edge content, including up-to-date information on the economic crisis, social networking, competition in the global marketplace, and the green movement, as well as suggestions on how to manage a business in the midst of economic ups and downs. All new Inside Business opening cases, new box features, and new end-of-chapter video cases along with an abundance of study aids help both professors and students achieve SUCCESS, the theme of this edition, in the course and beyond. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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