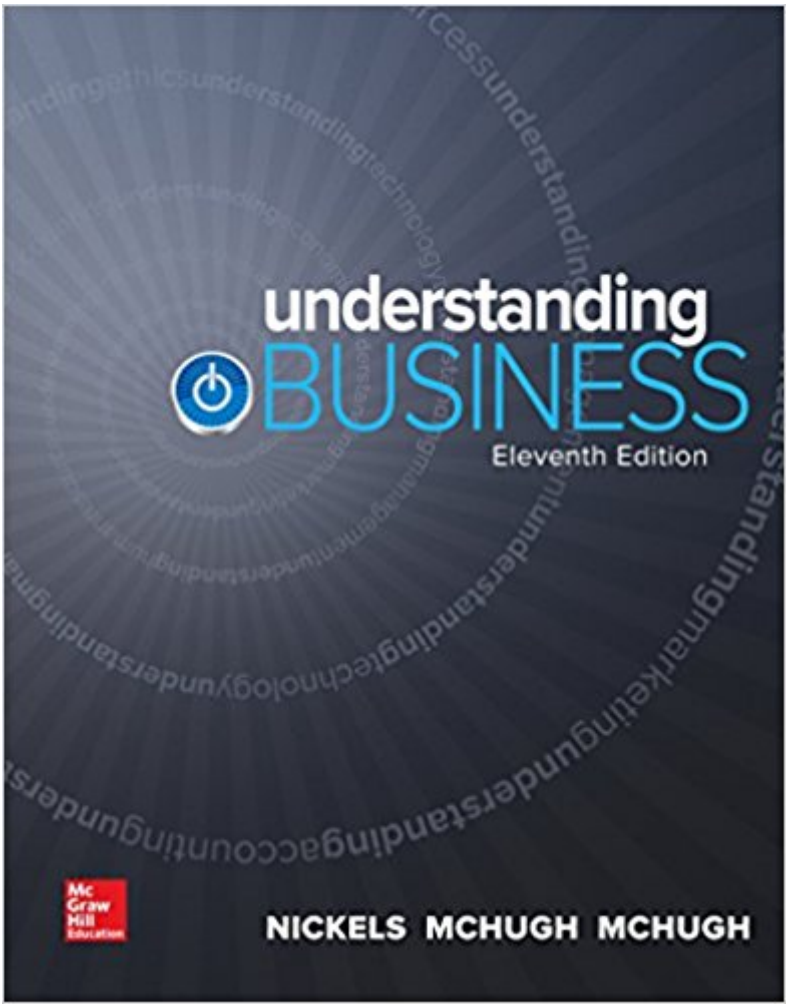
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Understanding Business (Irwin Introduction To Business)



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Synopsis

Understanding Business has long been the market leader because we listen to instructors and students. With this eleventh edition we are proud to offer a platinum experience, that:Improves Student PerformanceÃ¢â ¬â ¢Understanding Business puts students at the center. ItÃ¢â ¬â„¢s the only learning program on the market to offer proven adaptive technology that increases grades by a full letter through ConnectÃ Â® Business, and the only program to offer the first and only adaptive eBook ever, SmartBook.Enhances your TeachingÃ¢â ¬â ¢The authors are dedicated to supporting your teaching and your studentÃ¢â ¬â„¢s learning, which is why they listen to YOU and develop resources based on YOUR suggestions and course needs. This is the only author team on the market that carefully reviews each and every resource to ensure cohesion. Accessible to AllÃ¢â ¬â ¢This learning program has moved toward tighter compliance with the Web Content Accessibility Guidelines, and provides students the opportunity to learn regardless of learning style or disability. WhatÃ¢â ¬â„¢s more, it earned a perfect score of 100 points possible by Quality Matters, an independent organization that reviews and certifies the quality of online courses and online components. Choose a platinum experience. Choose Understanding Business.

Book Information

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Customer Reviews

Susan McHugh is a learning specialist with extensive training and experience in adult learning and curriculum development. She holds an MEd degree from the University of Missouri and completed her coursework for a PhD in education administration with a specialty in adult learning theory. As a

professional curriculum developer, she has directed numerous curriculum projects and educator training programs. She has worked in the public and private sectors as a consultant in training and employee development.Jim McHugh holds an MBA degree from Lindenwood University and has had broad experience in education, business, and government. As chairman of the Business and Economics Department of St. Louis Community College/Forest Park, Jim coordinated and directed the development of the business curriculum. In addition to teaching several sections of Introduction to Business each semester for nearly 30 years, Jim taught in the marketing and management areas at both the undergraduate and graduate levels. Jim enjoys conducting business seminars and consulting with small and large businesses. He is actively involved in the public service sector and served as chief of staff to the St. Louis County Executive.Bill Nickels is professor emeritus of business at the University of Maryland, College Park. He has over 35 yearsÃ¢â ¬â„¢ experience teaching graduate and undergraduate business courses, including introductory courses in business, marketing, and promotion. He has won the Outstanding Teacher on Campus Award four times and was nominated for the award many other times. He received his MBA degree from Western Reserve University and his PhD from The Ohio State University. He has written a marketing communications text and two marketing principles texts in addition to many articles in business publications. He has taught many seminars to business people on subjects such as power communications, marketing, non-business marketing, and stress and life management.

I really like this book. I am currently taking a straighter-line course and this is the required textbook. This book has a lot of great information for business students. I learned a lot about different types businesses so far from this book. It is very engaging and relate-able to students that may not have any experience in business. After reading a few chapters I immediately started coming up with different ideas for start up businesses. I guess this book has a way of inspiring creativity in me. Anyways, the writing in the book is easy to understand, but don’t think for a second that this is a quick an easy textbook, because it is not! Actually, this book is very big and has lots of extra links to get further information and exercises from. So there is enough information to keep you busy with this book.

Great book! I rented it ands it the exact book I need for a class and a saved so much. It would have been 180 to rent at school and over 200$ to buy but hear it’s only like 18-30$ to rent plus tax for the whole semester! Definitely will be doing this with all my book needs for school

What I like about Understanding Business are the examples provided within each chapter. The only problem is, it’s a bit oversimplified.Learning about business shouldn’t be complicated because it relates to real world in almost every way.The chapters are around 20 pages on average which is a perfect read. You won’t ever be too behind, but try to stay ahead.Don’t lose this book. It’s very expensive.Enjoy.

This was a really good txt book. It was actually the previous edition to what my professor was using at the time, but almost exactly the same, including the pictures and captions, only difference was page numbers and a few minor details. It was laid out well and was visually easy to read quickly. It arrived in new condition, I only paid a couple dollars for it. I was really impressed that the book clearly hadn’t been used! When I got to class, I found out my classmates had paid over $100 for their current editions. What truly made this a gem however, was the fact that all the answers to the final came from this book and not the current edition (at that time). It was very gratifying considering this was a business class!

It is a textbook, but arrived safely and in good condition. I like this book

Being somewhat of an entrepreneur, I decided to enhance my business background by taking an introductory course in business this Fall, 2011. This is the assigned text, and I prefer to get familiar with course materials as soon as published. Honestly, this text is not what I expected from an introductory textbook. It gives a solid overview of past and current business science. The online materials augmenting the text are impressive, and downloadable for the most part.The topics discussed in the text are pertinent and current to issues being experienced both locally, nationally, and internationally: Business Trends; Business Ownership; Business Management; Human Resources; Marketing; Financial Resources.The text is easy to read. It includes highlights of business personalities from the local, national, and international arenas, and why they are significant in the business world. The layout of the subject materials is highly organized and makes the taking of notes easy as well.The online materials are designed to augment the text by offering study aides that can be downloaded and printed including practice tests, case studies with practice tests, videos, and more.Overall, I find this text both informative and worth reading for anyone interested learning the foundations of business science regardless of whether it is for a college course or personal interest.Respectfully,Michael J. Reeves, AA, ASc

Bought the UK version of this on accident- But hey that's okay because it was absolutely useful in the US! 10/10 will re-buy uk books for cheaper prices.

I loved my empty package, it was torn open and missing. I'm so glad I paid extra to get it before my class started only to get it weeks late and have to fill out a form. I really loved having to drop my business class because I didn't have a text book! Who needs that kind of responsibly anyway? This product Helped me find my true potential: empty, slow, and worthless. I loved this product 10/10 would buy again

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