BUSN 7, w. CourseMate Printed Access Card



Filesize: 3.55 MB

Reviews

Most of these ebook is the best publication available. It is definitely simplistic but unexpected situations within the 50 percent of the book. You will not sense monotony at at any moment of the time (that's what catalogs are for relating to in the event you request me). (King Wunsch)

BUSN 7, W. COURSEMATE PRINTED ACCESS CARD



To download BUSN 7, w. CourseMate Printed Access Card PDF, you should click the web link beneath and save the document or have access to other information which might be relevant to BUSN 7, W. COURSEMATE PRINTED ACCESS CARD book.

Condition: New. Publisher/Verlag: Cengage Learning EMEA | Mit Online-Zugang | Created through a "student-tested, faculty-approved" review process with over 2,000 students and faculty, BUSN is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners. Readers discover the energy and excitement found in business today within the engaging and accessible presentation found in BUSN. Designed specifically for today's learner, BUSN's streamlined, riveting design presents the entire core Introduction to Business topics in 17 succinct chapters, including a unique chapter on business communication.BUSN directly connects readers with what's happening in business today and how it will affect them. The book focuses on business principles most important to the learner's success with less reading, more visuals, and manageable chunks of information. Memorable examples relate business topics to everyday life and career success, and tightly integrated resources, such as Enhanced CourseMate, an interactive teaching and learning solution, and the latest news feeds help sharpen business, study, and communication skills. | Part I: THE BUSINESS ENVIRONMENT.1. Business Now: Change Is the Only Constant.2. Economics: The Framework of Business.3. The World Marketplace: Business Without Borders.4. Business Ethics & Social Responsibility: Doing Well by Doing Good.5. Business Communication: Creating & Delivering Messages That Matter.Part II: CREATING A BUSINESS.6. Business Formation: Choosing the Form That Fits.7. Small Business & Entrepreneurship: Economic Rocket Fuel.Part III: FINANCING A BUSINESS.8. Accounting: Decision Making by the Numbers.9. Finance: Acquiring & Using Funds to Maximize Value.10. Securities Markets: Trading Financial Resources.Part IV: MARKETING A BUSINESS.11. Marketing: Building Profitable Customer Connections.12. Product and Promotion: Creating and Communicating Value.13. Distribution and Pricing: Right Product, Right Person, Right Place, Right Price.Part V: MANAGING A BUSINESS.14. Management, Motivation, and Leadership: Bringing Business to Life.15. HRM: Building a Top-Quality Workforce.16. Managing Information & Technology: Finding New Ways to Learn and Link.17. OM: Putting It...



Read BUSN 7, w. CourseMate Printed Access Card Online Download PDF BUSN 7, w. CourseMate Printed Access Card

Relevant eBooks



[PDF] Applied Undergraduate Business English family planning materials: business knowledge REVIEW (English) (Chinese Edition)

Click the hyperlink listed below to get "Applied Undergraduate Business English family planning materials: business knowledge REVIEW (English) (Chinese Edition)" PDF file.

Save PDF »



[PDF] The Lifestyle Business Rockstar!: Quit Your 9 -5, Kick Ass, Work Less, and Live More!

Click the hyperlink listed below to get "The Lifestyle Business Rockstar!: Quit Your 9 - 5, Kick Ass, Work Less, and Live More!" PDF file. Save PDF »



[PDF] I Am Reading: Nurturing Young Children s Meaning Making and Joyful Engagement with Any Book

Click the hyperlink listed below to get "I Am Reading: Nurturing Young Children's Meaning Making and Joyful Engagement with Any Book" PDF file.

Save PDF »



[PDF] Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Click the hyperlink listed below to get "Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]" PDF file.

Save PDF »



[PDF] Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Click the hyperlink listed below to get "Children's Educational Book Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]" PDF file.

Save PDF »



[PDF] Cat's Claw ("24" Declassified)

Click the hyperlink listed below to get "Cat's Claw ("24" Declassified)" PDF file.

Save PDF »