



## Understanding Business (Ninth Edition)

By James Mchugh, Susan Mchugh, William G. Nickels

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...



**READ ONLINE**  
[ 4.73 MB ]

### Reviews

*An exceptional ebook along with the typeface employed was intriguing to see. It really is simplistic but surprises within the fifty percent of the ebook. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Brian Miller**

*The book is great and fantastic. It usually does not price excessive. I am happy to tell you that this is the greatest ebook i actually have read during my personal existence and can be he very best ebook for possibly.*

-- **Abbie Feest**