



Business Essentials (7th Edition)

By Ebert, Ronald J.; Griffin, Ricky W.

Prentice Hall, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Part I: The Contemporary Business World Chapter 1: The U.S. Business Environment Chapter 2: Business Ethics and Social Responsibility Chapter 3: Entrepreneurship, New Ventures, and Business Ownership Chapter 4: The Global Context of Business Part II: The Business of Managing Chapter 5: Business Management Chapter 6: Organizing the Business Chapter 7: Operations Management and Quality Part III: People in Organizations Chapter 8: Employee Behavior and Motivation Chapter 9: Leadership and Decision Making Chapter 10: Human Resource Management and Labor Relations Part IV: Principles of Marketing Chapter 11: Marketing Processes and Consumer Behavior Chapter 12: Pricing, Distributing, and Promoting Products Part V: Managing Information Chapter 13: Information Technology for Business Chapter 14: The Role of Accountants and Accounting Information Part VI: Financial Issues Chapter 15: Money and Banking Chapter 16: Managing Finances Appendices Appendix I: Risk Management Appendix II: The Legal Context of Business Appendix III: Managing Your Personal Finances Notes, Sources, and Credits Glindex.



Reviews

This created pdf is fantastic. Indeed, it can be perform, nonetheless an interesting and amazing literature. Its been developed in an remarkably straightforward way and is particularly simply following i finished reading this publication by which in fact altered me, alter the way i really believe.

-- Amanda Hand Jr.

A must buy book if you need to adding benefit. Of course, it is actually perform, still an interesting and amazing literature. I am delighted to explain how this is basically the best book i actually have read through during my individual life and may be he best book for at any time.

-- Jarod Bartoletti