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A basic text that encompasses key business concepts and incorporates new business principles and practices. The text will also focus on how businesses are operated and managed.

Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters.

PRINCIPLES OF BUSINESS, Eighth Edition, provides complete instruction in business concepts and skills students need in today's competitive environment. This market-leading introductory business text offers extensive coverage in major business concepts, such as finance, marketing, operations, and management. Students gain valuable information and skills for the workplace, as well as preparation for success in competitive events, such as DECA, FBLA, and BPA. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Business Student's Guide to Sustainable Management has become a core textbook for business undergraduates. With a full introduction to sustainable management, the textbook covers all subject areas relevant to business students. This second edition features fully updated chapters on how to integrate the Sustainable Development Goals into accounting, marketing, HR and other subjects in management and business studies. Furthermore, this second edition offers brand new chapters on how to teach the Principles for Responsible Management Education (PRME) in any business discipline, how to explore new business models designed to support sustainable development and how to crowdsource for sustainable solutions. The book contains over 40 ready-made seminars/short workshops which enable teachers and students to integrate the Sustainable Development Goals (SDGs) into every discipline in business, including economics, operations, marketing, HR, and financial reporting. Each chapter follows the same easy-to-use format. The Business Student's Guide to Sustainable Management provides a true treasure chest of materials to support staff wanting to integrate sustainability into their teaching and provides support to effectively embed sustainability in the curriculum. The chapters also offer a starting point in developing teaching units for Masters and MBA students. The material is not just useful to people in business schools, but to those involved in wider scale curriculum change, and those looking to make links between different disciplines (for example, how to teach system thinking, corporate peace-making and the crowdsourcing of sustainable solutions). Online Teaching Notes to accompany each chapter are available on request with the purchase of the book.

CliffsQuickReview course guides cover the essentials of your toughest subjects. Get a firm grip on core concepts and key material, and test your newfound knowledge with review questions. Whether you're a new managerial professional or a student who's decided upon a career in business, government, or educational management, CliffsQuickReview Principles of Management can help. This guide provides a valuable introduction to the concepts of management and business. In no time, you'll be ready to tackle other concepts in this book such as Planning and organizing Staffing and directing Managing change Decision making and problem solving Motivating and communicating CliffsQuickReview Principles of Management acts as a supplement to your other learning material. Use this reference in any way that fits your personal style for study and review — you decide what works best with your needs. You can flip through the book until you find what you're looking for — it's organized to gradually build on key concepts. Or, here are just a few other ways you can search for topics: Use the free Pocket Guide full of essential information Get a glimpse of what you'll gain from a chapter by reading through the Chapter Check-In at the beginning of each chapter Use the Chapter Checkout at the end of each chapter to gauge your grasp of the important information you need to know Test your knowledge more completely in the CQR Review and look for additional sources of information in the CQR Resource Center Use the glossary to find key terms fast. With titles available for all the most popular high school and college courses, CliffsQuickReview guides are a comprehensive resource that can help you get the best possible grades.

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

With its exciting introduction of the Harley-Davidson focus company theme, this book continues to provide a solid, enduring foundation of the tools of modern theory while at the same time developing the logic behind their use. The “10 Principles of Finance” (formerly “Axioms”) provide the framework, or “the big picture” of finance, which ties the major concepts of the book together.A six-part organization covers the scope and environment of financial management, valuation of financial assets, investment in long-term assets, capital structure and dividend policy, working-capital management, and special topics in finance, and special topics in finance.For an enduring understanding of the basic tools and fundamental principles upon which finance is based.

We've got you covered for Principles of Management with John Schermerhorn's Management 12th Edition. From new cases and self-assessments to the Fast Company Video Series and Management Weekly Updates, the text and its comprehensive suite of resources promote critical thinking and active learning.Thoroughly updated while maintaining its trusted, balance of concepts and applications, Management 12th Edition allows you to present the most current material, help students apply theory and show relevance of management concepts in the real world—so your student will succeed in your course and beyond.

For courses in foodservice management or administration; hospitality management; quantity food production and/or purchasing; foodservice accounting/financial management; menu planning; foodservice marketing/merchandising, or related topics. This is today's most comprehensive, current, and practical overview of foodservice operations and the business principles needed to manage them successfully. Authored by leading industry experts and experienced instructors, it covers all core topics, including food safety, organizational design, human resources, performance improvement, finance, equipment, design, layout, and marketing. This 12th Edition is retitled to better reflect its college level. The content is still concentrated on basic principles, but increasingly reflects the impact of current social, economic, technological, and political factors. For example, it now focuses on sustainability throughout, and offers greater emphasis on culinary issues. The textbook also contains a new running case study based on University of Wisconsin, Madison's University Dining Services.

A new approach to learning the principles of management, MGMT 2 is the second Asiaa Pacific edition of a proven, innovative solution to enhance the learning experience. Concise yet complete coverage supported by a suite of online learning aids equips students with the tools required to successfully undertake an introductory management course. Paving a new way to both teach and learn, MGMT 2 is designed to truly connect with today's busy, tech-savvy student. Students have access to online interactive quizzing, videos, podcasts, flashcards, case studies, games and more. An accessible, easy-to-read text along with tear out review cards completes a package which helps students to learn important concepts faster. MGMT 2 delivers a fresh approach to give students what they need and want in a text.

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