

Business Pride Hughes Kapoor Cengage 12th Edition

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Mathematics With Applications - Margaret L. Lial 1999-06-01

Introduction to Business - William M. Pride 2012

INTRODUCTION TO BUSINESS, 11E, International Edition is a best-selling introductory text featuring an up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, finance, and information technology. This edition closely examines cutting-edge topics like the impact of the economic crisis and political climate on business, green and socially responsible business, and sustainability. INTRODUCTION TO BUSINESS, 11E, International Edition delivers on expanded choice, increased engagement and improved outcomes by offering innovative custom and technology options that meet the needs of your course. Increase student engagement and improve outcomes by incorporating one of our digital products into your course.

Effective Entrepreneurial Management - Robert D. Hisrich 2016-12-23

This textbook provides a comprehensive overview of the essential issues in effective entrepreneurial management. It first introduces readers to the fundamentals of entrepreneurial management, the nature of entrepreneurial managers and business planning, before exploring the specific topics of creativity and innovation, risk management, entrepreneurial marketing and organization as well as financing. The authors then move to contemporary topics such as entrepreneurial growth strategies, e-commerce challenges, ethical and socially responsible entrepreneurial management, franchising, and managing entrepreneurial family ventures. Each chapter provides a case study and several practice-based examples to help explain the concepts. By providing a truly international approach, this text offers ample theoretical and empirical insights into entrepreneurship and small business management. It is a valuable and up-to-date resource for teachers and students of entrepreneurship.

Methodenhandbuch der Betriebswirtschaft - Michael Nagel 2020-05-11

Das Steuern eines Unternehmens und seiner Bereiche erfordert nicht nur technisches und wirtschaftliches Know-how, sondern auch Geschick und Weitsicht. Die Betriebswirtschaftslehre hält geeignete Hilfsmittel dafür bereit. Aber welche Werkzeuge oder Methoden sind tatsächlich bewährt und wirkungsvoll? Und welcher Ansatz eignet sich in welcher Situation und für welche Aufgabenstellung? Das Handbuch liefert die Antworten. Die Autoren bieten eine verständliche Anleitung zur Einordnung, Auswahl und Anwendung der wichtigsten Methoden zur Unterstützung betriebswirtschaftlicher Entscheidungen. Jede Methode wird kurz und präzise vorgestellt. Am Ende jeden Kapitels kann der Leser die Methode unmittelbar anwenden und nützlich im Unternehmen einsetzen. So lassen sich komplexe reale Probleme strukturiert analysieren, auswerten und eine möglichst optimale Lösung bestimmen. Das Buch wendet sich an Studierende der Wirtschaftswissenschaften und verwandter Studiengänge. Es dient darüber hinaus Fach- und Führungskräften in allen Unternehmensbereichen als praktisches Nachschlagewerk. Fazit: Die Autoren bieten die richtige Mischung aus Theorie und Praxis. Die vorgestellten Methoden tragen zur Lösung eines in der alltäglichen (Wirtschafts-) Praxis auftretenden Problems bei und stiften auf diese Weise konkreten Nutzen.

The Norton Field Guide to Speaking - John Daly 2021-11-05

The Norton Field Guide to Speaking offers students the kind of helpful advice and encouragement found in leading full-length textbooks in a user-friendly, to-the-point, easily referenced "field guide" format. Its uniquely flexible, modular organization gives experienced instructors the freedom to teach their course as they choose, while its color-coded cross-referencing system and extensive student and instructor resources provide the structural support and guidance that new instructors need.

Innovation and Transformation - Martin Kaschny 2018-05-30

This book discusses a six-step transformation cycle in which the tasks of

innovation management – ranked according to their relevance for companies – are placed in a systematic order. Presenting an in-depth discussion on innovation and transformation, the authors delve into strategic themes such as business models and strategic positioning, which are fundamental to the innovation process. It also describes the underlying processes and roles of innovation management, and the required organizational structures. Following process organization and organizational structure, the authors highlight how the appropriate human resource strategy should look and the manner of personnel selection or development to be implemented. The authors also provide tools and systems that are assigned to specific employees working with innovation management; these deal with innovation audit, knowledge management, idea management, financing and budgeting innovations, marketing and property rights. The book also sheds light on how the effectiveness of the innovation process can be monitored using indicator systems. This is a handy resource for managers looking for a structured strategy and how to implement it to achieve optimal innovation management and reap its benefits.

Business - William M. Pride 2018-08-30

PRODUCT ONLY AVAILABLE WITHIN CENGAGE UNLIMITED.

Entrepreneurial Marketing - Robert D. Hisrich 2018-10-26

One key for success for an entrepreneur is to obtain sales (revenue) and profits as quickly as possible upon launching the venture.

Entrepreneurial Marketing focuses on this and the essential elements of success in order to achieve these needed sales and revenues and then grow the company. The authors build a comprehensive, state-of-the-art picture of entrepreneurial marketing issues, providing major theoretical and empirical evidence that offers a clear, concise view of the field. Through an international approach that combines both theoretical and empirical knowledge on entrepreneurship and marketing, this book informs and enhances an entrepreneurs' creativity, their ability to bring innovations to the market and their willingness to face risk and change the world. Key components addressed include: identifying and selecting the market, determining the consumer needs cost-effectively, executing the basic elements of the marketing mix (product, price, distribution, and promotion) and competing successfully in the domestic and global markets by implementing a sound marketing plan. Numerous illustrative examples bring the content to life. The mix of theoretical content, examples, empirical analyses and case studies, make this book an excellent resource for students, professors, researchers, practitioners, and policymakers all over the world.

MKTG - Charles Lamb 2018-01-25

Learn Marketing YOUR Way with MKTG! MKTG's easy-reference, paperback textbook presents course content through visually-engaging chapters as well as Chapter Review Cards that consolidate the best review material into a ready-made study tool. With the textbook or on its own, MKTG Online allows easy exploration of MKTG anywhere, anytime - including on your device! Collect your notes and create StudyBits(tm) from interactive content as you go to remember what's important. Then, either use preset study resources, or personalize the product through easy-to-use tags and filters to prioritize your study time. Make and review flashcards, review related content, and track your progress with Concept Tracker, all in one place and at an affordable price!

Organizational Behavior - J Stewart Black 2019-06-05

A less-expensive grayscale paperback version is available. Search for ISBN 9781680922875. The field of management and organizational behavior exists today in a constant state of evolution and change. Casual readers of publications like the New York Times, The Economist and the Wall Street Journal will learn about the dynamic nature of organizations in today's ever-changing business environment. Organizational Behavior is designed to meet the scope and sequence requirements of the introductory course on Organizational Behavior. This is a traditional

approach to organizational behavior. The table of contents of this book was designed to address two main themes. What are the variables that affect how, when, where, and why managers perform their jobs? What theories and techniques are used by successful managers at a variety of organizational levels to achieve and exceed objectives effectively and efficiently throughout their careers? Management is a broad business discipline, and the Organizational Behavior course covers many areas such as individual and group behavior at work, as well as organizational processes such as communication in the workplace and managing conflict and negotiation. 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. Finally, we all made an effort to present a balanced approach to gender and diversity throughout the text in the examples used, the photographs selected, and the use of both male and female in alternating chapters when referring to generic managers or employees.

The World of Customer Service - Pattie Odgers 2004

With global markets more crowded than ever, it is a major challenge for organizations to attract and retain customers due to the competition they are faced with. This text is designed to teach exemplary customer service thinking in public or private, domestic or international organizations and is written in a practical, common sense manner reflecting current customer service concepts and hints.

Consumer Behavior - Delbert Hawkins 2009

Business: Today and Tomorrow = Бизнес: сегодня и завтра -

Мартынова Ирина Анатольевна

Данное издание входит в учебно-методический комплект "Business: Today and Tomorrow", состоящий из учебника-практикума и рабочей тетради. Основное внимание уделяется развитию навыков работы с англоязычной научной литературой по специальности, логике и структуре академического текста, терминологии и лексике, а также функционированию моделей, которые характерны для академических текстов по теории бизнеса. Развитие этих умений происходит комплексно и поддерживается заданиями по академическому письму и научной презентации. Задания активизируют аналитическое и критическое мышление, фоновые и профессиональные знания. Такой подход развивает академическую и профессиональную грамотность студентов и помогает им в работе с англоязычными научными текстами при написании эссе, научных статей для публикации в зарубежных научных журналах. Предназначено для студентов магистерских программ по экономическим и управленческим направлениям.

Investments - Herbert B. Mayo 2021

Foundations of Business - William M. Pride 2016-01-15

Gain a solid understanding of business today and what it takes to become a better employee, more informed consumer, and even a successful business owner with the best-selling FOUNDATIONS OF BUSINESS, 5E. This up-to-date, comprehensive survey of business highlights forms of business ownership, management and organization, human resources management, marketing, social media and e-business, information systems, accounting, and finance. Core topics and special features examine ethics and social responsibility, small business and entrepreneurship, and global issues, while new coverage addresses cutting-edge topics, such as the impact of social media in business, the economic recovery and remaining economic issues, international business, green and socially responsible business, and sustainability. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Principles of Management - Openstax 2022-03-25

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 as 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. Contributing Authors David S. Bright, Wright State University Anastasia H. Cortes, Virginia Tech University Eva Hartmann, University of Richmond K. Praveen Parboteeah, University of Wisconsin-Whitewater Jon L. Pierce, University of Minnesota-Duluth Monique Reece Amit Shah, Frostburg State University Siri Terjesen, American University

Joseph Weiss, Bentley University Margaret A. White, Oklahoma State University Donald G. Gardner, University of Colorado-Colorado Springs Jason Lambert, Texas Woman's University Laura M. Leduc, James Madison University Joy Leopold, Webster University Jeffrey Muldoon, Emporia State University James S. O'Rourke, University of Notre Dame **MKTG** - Charles W. Lamb 2017-01-27

4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource.

Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Management - Ricky W. Griffin 2016-01-14

MANAGEMENT, 12E, takes a functional, skills-based approach to the process of management with a focus on active planning, leading, organizing and controlling. Griffin carefully examines today's emerging management topics, including the impact of technology, importance of a green business environment, ethical challenges, and the need to adapt in changing times. This edition builds on proven success to help strengthen your management skills with a balance of classic theory and contemporary practice. Numerous new and popular cases and learning features highlight the challenges facing today's managers. Hundreds of well-researched contemporary examples, from Starbucks to The Hunger Games to professional baseball, vividly demonstrate the importance of strong management to any type of organization. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Toward Entrepreneurial Community Development - Michael Fortunato 2017-03-31

Toward Entrepreneurial Community Development is about developing entrepreneurial communities, and goes beyond theories of the firm to demonstrate how local and regional society contributes in important ways to the vitality of entrepreneurs. The literature is rich with insights about leadership and culture within SMEs, and the behaviours and attitudes of their founders, founding teams, and managers. Since most of the attention in the entrepreneurship literature is focused on firms, we wish to explore everyone else: The social environment surrounding the entrepreneur, and how leadership and culture outside the firm can have pervasive effects on the business. This book reaches across disciplinary boundaries, integrating and advancing knowledge on entrepreneurial community development. The book identifies actionable leadership strategies that can be used by literally anyone to help make a community or region a more culturally-supportive, interactive home for entrepreneurial minds. We draw from original research to compare high and low entrepreneurship communities, and present an emergent picture of how community-level actors can (or fail to) work together to support entrepreneurship in places that are culturally distant from the Silicon Valley (i.e., most places). Toward Entrepreneurial Community Development then offers techniques for entrepreneurial community leadership, including how to build lasting alliances, create an image, and harness the local culture for entrepreneurial advantage. The result is a book that provides the reader with the latest advancements and techniques in entrepreneurship development in a straight-forward, readable format. No matter the reader, Toward Entrepreneurial Community Development demonstrates how anyone, in any position, can lead a local entrepreneurship movement starting anywhere, anytime.

Basic Finance: An Introduction to Financial Institutions, Investments, and Management - Herbert B. Mayo 2015-01-12

Combining current coverage with a student-friendly modular format, BASIC FINANCE: AN INTRODUCTION TO FINANCIAL INSTITUTIONS, INVESTMENTS & MANAGEMENT, 11E introduces the three primary aspects of finance and examines how they are interrelated to give students a firm foundation in all of finance--not just corporate finance. Each chapter offers a concise, self-contained treatment of one or two finance concepts, or institutions easily covered in a single class period. Students can build on what they learn through the text's Internet resources, number problems, illustrations using financial calculators, and a Microsoft Excel appendix. The time value of money is emphasized throughout. The 11th Edition includes numerous self-help problems with answers and relationships with answers, new coverage of classes of stock/preferred stock, new sections on Internet sources of information, and updated tax laws. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Republic of India - Alan Gledhill 2013

Business - William M. Pride 2005

The Eighth Edition of this bestselling introductory text features a comprehensive, updated survey of all key business functions: management, marketing, accounting, finance, and information technology. Core topics highlighted within these functional areas include ethics and social responsibility, small business concerns, different forms of business ownership, and international business concepts. In light of current business conditions, this edition also addresses the nation's economic problems, corporate credibility and efforts to improve accounting standards, the dot-com meltdown, entrepreneurial businesses, diversity, globalization, e-business, and other timely issues. Likewise, the authors have integrated more information on employment trends to help students choose a career and compete in a fickle job market. Updated and enhanced coverage of e-Business—in boxed features, examples, illustrations, and discussions throughout the text—reflects this sector's growing importance. In addition, Navigating the World of E-Business (Chapter 4) has been completely revamped to cover key concepts, as well as the strategies and challenges facing current businesses. Pedagogical tools have also been revised, including all new Inside Business cases at the beginning of each chapter and closing Return to Inside Business features. These sections follow up on the opening case with additional information, posing questions that stress the practical application of chapter concepts. All boxed features that focus on real business or workplace issues have been replaced. These boxes cover major themes, including Adapting to Change, Talking Technology, Examining Ethics (with Issues to Consider that stimulate critical thinking and facilitate discussion), Going Global, and Exploring Business. Using the Internet boxes continue to point students to relevant web sites for more information on concepts, companies, or issues covered in each chapter—prompting them to conduct independent research. The Eighth Edition also features two new Spotlight features per chapter, illustrating facts with appealing and easy-to-understand visuals that help students to understand the material. Due to its loose-leaf format, this text sells for considerably less than standard hardcover books and also provides students with greater flexibility. They can insert their own notes or class handouts into any chapter, bring only the chapters they need to class, or organize the contents to follow their instructor's syllabus. The Study Guide is perforated and three-hole punched so that the materials can be easily integrated with the textbook. New! Building a Business Plan features now appear at the end of every Part, helping students to write their own business plans incrementally over the course of a semester or during class. Chapter 6 also includes revised coverage of business plans. New! Running a Business, an ongoing video case featured at the end of each Part, provides students with an insider's vantage point of Finagle-A-Bagel, a bagel bakery and cafe. Through this firsthand look at one business's day-to-day operations, students gain a better understanding of the real challenges faced by entrepreneurs. Students can also practice applying what they have learned by analyzing the problems, solutions, and actions taken at Finagle-A-Bagel. New! All end-of-chapter videos are new and focus on companies such as Stonyfield Farm, New Belgium Brewing, Subway, Bay Partners, Remington, Wal-Mart, JetBlue, Financial Fusion, and Merrill Lynch Direct. These cases combine with three other video tools—one brief chapter overview and two key concept segments—for a total of 13 to 20 minutes of video per chapter. New! All photos and advertisements are new. As in past editions, captions clarify how these real-world visuals illustrate key concepts under review. New! The Business Bonus Pack: Your Guide to an A accompanies every new copy of the text and includes four Audio Review CDs, an HM eStudy CD-ROM, and helpful tips on how students can integrate these study aids with the textbook, study guide, and textbook web site in order to reach their academic goals. Remastered and edited to achieve complete compatibility with the Eighth Edition, the Audio Review CDs contain 10 to 12 minute summaries of key terms and topics for every chapter. The new HM eStudy CD-ROM includes learning objectives in essay-question format, glossaries, chapter summaries, brief chapter outlines that students can annotate, chapter previews with video overviews for selected chapters, ACE Practice Tests (different from those on the web site and in the printed study guide), and Business Plan worksheets. New! Master the Class, a game simulation by John Drea (Western Illinois University), allows instructors to review key concepts with their students in a fun and interactive way. This program is available on the HM ClassPrep CD-ROM and the instructors' web site. New! Eduspace is Houghton Mifflin's online learning tool. Powered by Blackboard, Eduspace is a customizable, powerful and interactive platform that

provides instructors with text-specific online courses and content. It includes chapter homework and per-question feedback as well as At Issue and Discussion questions for in-class discussion.

Introduction to Business - Lawrence J. Gitman 2018

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.

Entrepreneurial Communities and Ecosystems - Morgan R. Clevenger 2022-06-24

Entrepreneurial Communities and Ecosystems: Theories in Culture, Empowerment, and Leadership examines the deep sociocultural dynamics supporting effective and emergent entrepreneurial ecosystems and communities for a new generation of ecosystem builders and researchers. The book provides current theories and discussion with relevant examples regarding culture, empowerment, and leadership in entrepreneurship to build more entrepreneurial communities anywhere, beginning with any set of local advantages. It clarifies the role of community in building an entrepreneurial ecosystem, and expands the theory on how entrepreneurial communities and ecosystems differ, and how they relate. The book also illuminates the often avoided discussion about power, with special attention to diversity with examples of Black, women, and LGBTQA+ entrepreneurship; provides a deep dive into the range of formal and informal education framed as entrepreneurship; ties the importance of entrepreneurship and entrepreneuring to resources available at the community, state, and national levels; and introduces a new concept — omnipreneurship — which puts the skills of entrepreneurship in the service of global benefit and everyday action. This research volume will be equally useful as an undergraduate or graduate text on the sociology of entrepreneurs and entrepreneurship as it is a field guide for ecosystem builders, policy makers, nonprofits, and entrepreneurship and social researchers worldwide.

Strategic Management - Abbass Alkhafaji 2013-10-31

Airborne Express, Hershey's, Motorola, Pillsbury—how do the executives of international corporations formulate effective strategies for corporate success? Filled with helpful insights into the state of the art in strategic management, this book provides a framework for the formulation, implementation, and control of strategies for all types of domestic and global organizations. You'll also find 21 suggested corporate cases for analysis (complete with reference sources), including Blockbuster Video, PepsiCo, Harley-Davidson, Nike, Home Depot, and Microsoft. This up-to-date volume gives you a comprehensive overview of strategic management in an easy-to-read format. It addresses important current issues, such as TQM (Total Quality Management), reengineering, benchmarking, and the formulation of strategic management in international markets. Strategic Management: Formulation, Implementation, and Control in a Dynamic Environment is a part of The Haworth Press, Inc. promotion book series edited by Richard Alan Nelson, Ph.D., APR. Here is a small sample of what Strategic Management: Formulation, Implementation, and Control in a Dynamic Environment will teach you about: the definition, meaning, and history of strategic management the difference between business policy and business strategy corporate structure, governance, and culture mission statements how to assess the corporate/business environment—internal, external, and macro how to formulate an effective business strategy strategic alternatives—specialization, diversification, alliances, joint ventures, acquisitions, and more dealing with foreign governments and competing on a global scale the role of the general manager and the board of directors the control process and ways to measure the financial soundness of strategic decisions management techniques for not-for-profit companies Strategic Management: Formulation, Implementation, and Control in a Dynamic Environment is an ideal reference for any teacher, student, or professional in the management arena.

Entrepreneurship - Bruce R. Barringer 2012-02-27

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Entrepreneurship: Launching New Ventures introduces readers to the process of entrepreneurial success and shows them how to be effective every step of the way.

Acp Intro to Business - Cengage South-Western 2014-04-15

Pengantar Ilmu Administrasi Bisnis - Dr. Hesti Maheswari
2022-07-11

Sistematika penulisan buku ini diuraikan dalam sepuluh bab yang memuat tentang Konsep Ilmu Administrasi, Hubungan Ilmu Administrasi Bisnis dengan Ilmu-Ilmu Lainnya, Pengertian, Tujuan dan Fungsi Bisnis, Hubungan Bisnis dengan Politik, Perekonomian, dan Pemerintah, Organisasi Bisnis dan Bentuk-Bentuk Perusahaan, Kegiatan Bisnis dan Lingkungannya, Kepemimpinan dan Pengambilan Keputusan, Konsep Kewirausahaan, Etika Bisnis, dan bab terakhir yaitu Tanggungjawab Sosial Perusahaan (CSR).

Business Ethics 2009 Update: Ethical Decision Making and Cases - O. C. Ferrell 2009-04-27

Delve into the core of ethics today in your course with the latest practical, applied coverage found in Ferrell/Fraedrich/Ferrell's BUSINESS ETHICS 2009 UPDATE. Whether you use this book as a supplement or primary text in your undergraduate or graduate course, the accessible, up-to-date approach provides unmatched insights into the complex environment in which contemporary managers make ethical decisions. The book's solid managerial framework and new updates highlight the latest developments in ethics and how they relate to overall ethics concepts, processes, and best practices used throughout successful business ethics programs. Your students see how ethics can play a critical role in key strategic business decisions. Captivating new cases and engaging examples reflect today's most recent business developments and crises. Rather than focusing on intellectual reasoning alone or a philosophical discussion of ideas, the book's proven learning features help students prepare and practice confronting the types of actual ethical dilemmas they will face in today's business world. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Forensic Science: Fundamentals & Investigations - Anthony J. Bertino 2015-02-28

With today's popular television programs about criminal justice and crime scene investigation and the surge of detective movies and books, students often have a passion for exploring forensic science. Now you can guide that excitement into a profitable learning experience with the help of the innovative, new FORENSIC SCIENCE: FUNDAMENTALS AND INVESTIGATIONS, 2E. This dynamic, visually powerful text has been carefully crafted to ensure solid scientific content and an approach that delivers precisely what you need for your high school course. Now an established best-seller, FORENSIC SCIENCE: FUNDAMENTALS AND INVESTIGATIONS, 2E offers a truly experiential approach that engages students in active learning and emphasizes the application of integrated science in your course. Student materials combine math, chemistry, biology, physics, and earth science with content aligned to the National Science Education Standards, clearly identified by icons. This book balances extensive scientific concepts with hands-on classroom and lab activities, readings, intriguing case studies, and chapter-opening scenarios. The book's exclusive Gale Forensic Science eCollection™ database provides instant access to hundreds of journals and Internet resources that spark the interest of today's high school students. The new edition includes one new chapter on entomology and new capstone projects that integrate the concepts learned throughout the text. Comprehensive, time-saving teacher support and lab activities deliver exactly what you need to ensure that students receive a solid, integrated science education that keeps readers at all learning levels enthused about science. FORENSIC SCIENCE: FUNDAMENTALS AND INVESTIGATIONS, 2E sets the standard in high school forensic science. . . case closed. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Business, Loose-leaf Version - William M. Pride 2018-10-11

Business allows students to use a "learn by doing" approach, creating an environment that not only helps them to better retain concepts, but also helps them get that hands-on business decision-making practice they need for the real-world! Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Business - William M. Pride 2013-01-01

Written by authors who have an extensive track record teaching the Introduction to Business course, the twelfth edition of this best-selling text features an up-to-date, comprehensive survey of the functional areas of business: management and organization, human resource management, marketing, information systems and accounting, and finance and investment. Core topics highlighted within these areas

include ethics and social responsibility, small business concerns and entrepreneurship, and global issues. New coverage in this edition closely examines cutting-edge topics like the impact of social media on business, the economic crisis, green and socially responsible business, and sustainability. A new Personal Apps feature within each chapter provides examples to illustrate main text concepts. BUSINESS 12e is designed to help you achieve career and business success. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Great Writing 5: From Great Essays to Research - Keith S. Folse 2020-08-13

The new edition of the Great Writing series provides clear explanations, extensive models of academic writing and practice to help learners write great sentences, paragraphs, and essays. With expanded vocabulary instruction, sentence-level practice, and National Geographic content to spark ideas, students have the tools they need to become confident writers. Updated in this Edition: Clearly organized units offer the practice students need to become effective independent writers. Each unit includes: Part 1: Elements of Great Writing teaches the fundamentals of organized writing, accurate grammar, and precise mechanics. Part 2: Building Better Vocabulary provides practice with carefully-selected, level-appropriate academic words. Part 3: Building Better Sentences helps writers develop longer and more complex sentences. Part 4: Writing activities allow students to apply what they have learned by guiding them through writing, editing, and revising. Part 5: New Test Prep section gives a test-taking tip and timed task to prepare for high-stakes standardized tests, including IELTS and TOEFL. The new guided online writing activity takes students through the entire writing process with clear models for reference each step of the way. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Technology in Action, Complete - Alan Evans 2010-01-05

In today's technological age, computer literacy is important for everyone, and now learning the basics is easier than ever. This title engages students by combining a unique teaching approach with rich companion media.

Business Organization and Management - Vijay Kumar Kaul 2011

Managers are people who steer organizations towards meeting their objectives effectively and efficiently. Modern-day managers need to understand contemporary issues in management to achieve these objectives. Spread over nine parts, Business Organization and Management: Text and Cases addresses these issues in simple and student-friendly language, and explains concepts through rich diagrams and examples.

Business Communication: In Person, In Print, Online - Amy Newman 2013-12-31

BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE, 9E offers a realistic approach to communication in today's organizations. The text covers the most important business communication concepts in detail and thoroughly integrates coverage of today's social media and other communication technologies. Building on core written and oral communication skills, the ninth edition helps readers make sound medium choices and provides guidelines and examples for the many ways people communicate at work. Readers learn how to create PowerPoint decks, use instant messaging and texting effectively at work, engage customers using social media, lead web meetings and conference calls, and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Information Granularity, Big Data, and Computational Intelligence - Witold Pedrycz 2014-07-14

The recent pursuits emerging in the realm of big data processing, interpretation, collection and organization have emerged in numerous sectors including business, industry and government organizations. Data sets such as customer transactions for a mega-retailer, weather monitoring, intelligence gathering, quickly outpace the capacities of traditional techniques and tools of data analysis. The 3V (volume, variability and velocity) challenges led to the emergence of new techniques and tools in data visualization, acquisition, and serialization. Soft Computing being regarded as a plethora of technologies of fuzzy sets (or Granular Computing), neurocomputing and evolutionary optimization brings forward a number of unique features that might be instrumental to the development of concepts and algorithms to deal with big data. This carefully edited volume provides the reader with an

updated, in-depth material on the emerging principles, conceptual underpinnings, algorithms and practice of Computational Intelligence in the realization of concepts and implementation of big data architectures, analysis, and interpretation as well as data analytics. The book is aimed at a broad audience of researchers and practitioners including those active in various disciplines in which big data, their analysis and optimization are of genuine relevance. One focal point is the systematic exposure of the concepts, design methodology, and detailed algorithms. In general, the volume adheres to the top-down strategy starting with the concepts and motivation and then proceeding with the detailed design that materializes in specific algorithms and representative applications. The material is self-contained and provides the reader with all necessary prerequisites and augments some parts with a step-by-step explanation of more advanced concepts supported by a significant amount of illustrative numeric material and some application scenarios to motivate the reader and make some abstract concepts more tangible.

Organizational Behavior - Fred Luthans 2015-06-01

Our goal with this 13th Edition is to keep this first mainline organizational behavior text up-to-date with the latest and relevant theory building, basic and applied research, and the best-practice applications. We give special recognition of this scientific foundation by our subtitle - An Evidence-Based Approach. As emphasized in the introductory chapter, the time has come to help narrow the theory/research—effective application/practice gap. This has been the mission from the beginning of this text. As “hard evidence” for this theory/research based text, we can say unequivocally that no other organizational behavior text has close to the number of footnote references. For example, whereas a few texts may have up to 40 or even 50 references for a few chapters, all the chapters of this text average more than twice that amount. This edition continues the tradition by incorporating recent breakthrough research to provide and add to the evidence on the theories and techniques presented throughout. Two distinguishing features that no other organizational behavior textbook can claim are the following: 1) We are committed at this stage of development of the field of OB to a comprehensive theoretical framework to structure our text. Instead of the typical potpourri of chapters and topics, there is now the opportunity to have a sound conceptual framework to present our now credible (evidence-based) body of knowledge. We use the widely recognized, very comprehensive social cognitive theory to structure this text. We present the background and theory building of this framework in the introductory chapter and also provide a specific model (Figure 1.5) that fits in all 14 chapters. Importantly, the logic of this conceptual framework requires two chapters not found in other texts and the rearrangement and combination of several others. For example, in the opening organizational context part there is Chapter 4, “Reward Systems,” and in the cognitive processes second part, Chapter 7, “Positive Organizational Behavior and Psychological Capital,” that no other text contains. 2) The second unique feature reflects our continuing basic research program over the years. Chapter 7 contains our most recent work on what we

have termed “Positive Organizational Behavior” and “Psychological Capital” (or PsyCap). [The three of us introduced the term “Psychological Capital” in our joint article in 2004]. To meet the inclusion criteria (positive; theory and research based; valid measurement; open to development; and manage for performance improvement), for the first time the topics of optimism, hope, happiness/subjective well-being, resiliency, emotional intelligence, self-efficacy, and our overall core construct of psychological capital have been given chapter status. Just as real-world management can no longer afford to evolve slowly, neither can the academic side of the field. With the uncertain, very turbulent environment most organizations face today, drastically new ideas, approaches, and techniques are needed both in the practice of management and in the way we study and apply the field of organizational behavior. This text mirrors these needed changes. Social Cognitive Conceptual Framework. The book contains 14 chapters in four major parts. Social cognitive theory explains organizational behavior in terms of both environmental, contextual events and internal cognitive factors, as well as the dynamics and outcomes of the organizational behavior itself. Thus, Part One provides the evidence-based and organizational context for the study and application of organizational behavior.

Introduction to Industrial/organizational Psychology - Ronald E. Riggio 2003

For courses in Industrial/Organizational Psychology and Psychology of Work Behavior. This inviting, comprehensive, student-oriented introduction to industrial/organizational psychology emphasizes the connections between theory and practice across the full spectrum of personnel issues, worker issues, work group and organizational issues, and work environment issues. Its focus on career information, employee-centered issues, and cutting-edge research ensures that students get and stay motivated—right from the beginning.

Ethical Dilemmas in the Creative, Cultural and Service Industries - Johan Bouwer 2019-05-22

Ethical Dilemmas in the Creative, Cultural and Service Industries enhances professional ethical awareness and supports students' development of skills for ethical decision-making in these growing sectors. It focuses on the shaping of personal and professional values, and dealing with the moral and ethical issues that (future) professionals may encounter in practice. Including a multitude of varied and interdisciplinary case studies, this textbook adopts an applied ethical approach which enables the student to combine basic ethical theory with relevant and ‘real-life’ cases. Major ethical issues such as CSR, ethical leadership, human rights, fraud, employee rights and duties, new technology and (social) entrepreneurship are addressed. This will be invaluable reading for students studying tourism, hospitality, leisure, events, marketing, healthcare, logistics, retail and game development. It will also be a suitable resource for in-company training of practitioners already working in this wide range of domains.