

# Business Essentials 9th Edition

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## **Essentials of Entrepreneurship and Small Business Management** - Thomas Zimmerer 2005

Introduces the processes of new venture creation and the critical knowledge needed to manage a business once it is formed. This text offers complete coverage and a practical hands-on approach to entrepreneurship. Supported by supplementary material for the lecturer and student in both a CD-Rom and companion website.

*Essentials of Contemporary Business* - Louis E. Boone 2013-11-27

This text is an unbound, binder-ready edition. We've listened.

Boone/Kurtz, *Essentials of Contemporary Business* is the flexible, current, and easy-to-use resource that today's students and teachers want. Our commitment to delivering solutions at the speed of business has produced the perfect combination of current material, illustrative examples and a storytelling narrative -- all in a brief, valued-priced package. Covering all of the major topics of the introduction to business course, Boone/Kurtz, *Essentials of Contemporary Business* offers shorter chapters and a visually pleasing design paired with a comprehensive suite of resources to help you make business concepts come alive. Experience a textbook program that supports your goals to stimulate curiosity, show relevance, promote creativity, and prepare students for what's ahead, in both their academic and business careers.

*Essentials of Contemporary Management* - Gareth R. Jones 2007

Jones and George are dedicated to the challenge of "Making It Real" for students. As a team, they are uniquely qualified to write about the organizational challenges facing today's managers. No other author team in the management discipline matches their combined research and text-writing experience. *Essentials of Management* concisely surveys current management theories and research. Through a variety of real world examples from small, medium, and large companies the reader learns how those ideas are used by practicing managers. The organization of this text follows the mainstream functional approach of planning, organizing, leading, and controlling; but the content is flexible and encourages instructors to use the organization they are most comfortable with. The themes of diversity, ethics, and information technology are clearly evident through in-text examples, photographs, "unboxed" stories, and the end-of-chapter material - all areas of importance that truly serve to bring to life the workplace realities that today's student will encounter in the course of a career.

*Business Essentials* - Ronald J. Ebert 2012-01-06

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- Business Essentials' focus on practical skills, knowledge of the basics, and important developments in business makes for a brief book, but a rich experience. The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for business--and a need for a change in the Introduction to Business course and text. This text captures the widespread significance of these developments and presents their implications on businesses today.

**The Bare Essentials** - Sarah Norton 2022

The key to effective writing instruction is plenty of practice and immediate feedback. This book is known for clear explanations and a

multitude of practice opportunities. This edition has updated many examples in the text and has moved the work towards a more flexible format that will provide a number of options for teaching and learning. The foundational core concept pieces - grammar rules and essentials of English writing skills - continue to be provided and the workbook exercises have now been included in the textbook.

**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.

**Managerial Accounting** - Jerry J. Weygandt 2017-12-27

**Essentials of Business Law** - Anthony Liuzzo 2019

*Business Essentials* - Ronald J. Ebert 2012-02-27

*Business Essentials*' focus on practical skills, knowledge of the basics, and important developments in business makes for a brief book, but a rich experience. The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for business--and a need for a change in the Introduction to Business course and text. This text captures the widespread significance of these developments and presents their implications on businesses today. Note: This is the standalone book, if you want the book/access card order the ISBN below; 013303402X / 9780133034028 *Business Essentials Plus NEW MyBizLab with Pearson eText* -- Access Card Package Package consists of: 013266402X / 9780132664028 *Business Essentials 013266514X / 9780132665148 2012 MyBizLab with Pearson eText* -- Access Card -- for *Business Essentials*

*Business Law and the Legal Environment, Standard Edition* - Jeffrey F. Beatty 2012-01-02

**BUSINESS LAW AND THE LEGAL ENVIRONMENT, 6E** uses vivid examples and memorable scenarios to lead students through the full breadth of business law. Focusing on hands-on application and using a conversational writing style, this handy textbook equips students for business challenges from the first page. Plus, by showing students through practice how legal concepts apply to their future careers, **BUSINESS LAW AND THE LEGAL ENVIRONMENT, 6E** draws students into the material, helping them study more effectively and diligently. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

*Business Essentials* - Ronald J. Ebert 2010-01-28

The #1 brief Introduction to Business text. *Business Essentials* continues to provide a solid foundation of the essential topics that first-semester business students need to understand. Its focus on practical skills, knowledge of the basics, and important developments in business makes for a brief book, but a rich experience. The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for business--and a need for a change in the Introduction to Business course and text. The eighth edition captures the widespread significance of these developments and presents their implications on businesses today.

**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.

**Business Essentials Mybizlab With Pearson Etext Access Card** - Ronald J. Ebert 2009-11-10

**Mathematics for Business** - Stanley A. Salzman 2000-08-01

The seventh edition of this text continues to provide solid, practical, and current coverage of the mathematical topics students must master to attain success in business today. The text begins with a review of basic mathematics and goes on to introduce key business topics in an algebra-based context. A new section in Chapter 1 on problem solving (Section 1.1) helps students become better critical thinkers, meanwhile reviewing basic skills. Optional scientific calculator boxes are integrated throughout, and financial calculator boxes are now presented in later chapters to help students become more comfortable with technology as they enter the business world. The text continues to incorporate applications to a wide variety of careers so that students from all disciplines can relate to the material. A real-world application has been added to every chapter opener.

**Essentials of Business Communication** - Mary Ellen Guffey 2012-01-15  
ESSENTIALS OF BUSINESS COMMUNICATION, 9TH EDITION presents a streamlined approach to business communication that includes unparalleled resources and author support for instructors and students. ESSENTIALS OF BUSINESS COMMUNICATION provides a four-in-one learning package: authoritative text, practical workbook, self-teaching grammar/mechanics handbook, and premium Web site. Especially effective for students with outdated or inadequate language skills, the Ninth Edition offers extraordinary print and digital exercises to help students build confidence as they review grammar, punctuation, and writing guidelines. Textbook chapters teach basic writing skills and then apply these skills to a variety of e-mails, memos, letters, reports, and resumes. Realistic model documents and structured writing assignments help students build lasting workplace skills. The Ninth Edition of this award-winning text features increased coverage of electronic messages and digital media, redesigned and updated model documents to introduce students to the latest business communication practices, and extensively updated exercises and activities. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Essentials of Statistics for Business and Economics** - David R. Anderson 2014-02-24

Trust the market-leading ESSENTIALS OF STATISTICS FOR BUSINESS AND ECONOMICS, 7th Edition to give you a foundation in statistics and an edge in today's competitive business world. The author's signature problem-scenario approach and reader-friendly writing style combine with proven methodologies, hands-on exercises, and real-world examples to take you deep into realistic business problems and help you solve them from an intelligent, quantitative perspective. Streamlined to focus on core topics, this new edition has been updated with new case problems, applications, and self-test exercises to help you master key formulas and apply the statistical methods you learn. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Essentials of Business Communication** - Mary Ellen Guffey 2003-02-01

Covering business communication skills, this text includes a grammar check, writing improvement exercises and cases which break down the writing process into simple components. E-mail, Web research, team and critical thinking exercises have also been added to this edition.

**Essentials of Entrepreneurship and Small Business Management** - Norman M. Scarborough 2018-01-05

For courses in small business management, entrepreneurship, and new venture creation and/or management. The foundation to building a successful small business Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical-thinking skills needed for small business success. Now in its 9th Edition, Essentials of Entrepreneurship and Small Business Management teaches students how to successfully launch and manage a business. By dissecting case studies, examining successes and failures in the context

of the market, and observing the tactics used by today's most successful small business ventures, students can develop the skills that will give them a unique advantage in a hotly competitive environment. Also available with MyLab Entrepreneurship By combining trusted authors' content with digital tools and a flexible platform, MyLab personalizes the learning experience and improves results for each student. Note: You are purchasing a standalone product; MyLab Entrepreneurship does not come packaged with this content. Students, if interested in purchasing this title with MyLab, ask your instructor to confirm the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab Entrepreneurship, search for: 0134890434 / 9780134890432 Essentials of Entrepreneurship and Small Business Management Plus MyLab Entrepreneurship with Pearson eText -- Access Card Package, 9/e Package consists of: 0134741080 / 9780134741086 Essentials of Entrepreneurship and Small Business Management 0134743067 / 9780134743066 MyLab Entrepreneurship with Pearson eText -- Access Card -- for Essentials of Entrepreneurship and Small Business Management

**The Legal Environment of Business** - 2015

**Business Essentials for Utility Engineers** - Richard E. Brown 2010-02-09

It is no longer acceptable for utility engineers to make spending decisions solely because they make good engineering sense. In today's environment, they must also demonstrate solid business acumen and show that recommendations make good business sense. With this goal in mind, Business Essentials for Utility Engineers systematically presents each business topic to arm engineers with the tools and vocabulary necessary to be more effective when interacting with senior management, and for promotion to senior management. This book covers all business concepts important to utility engineers, including regulation, ratemaking, accounting, finance, risk management, economics, budgeting, and asset management. The author applies his vast corporate experience to give readers a solid foundation for business theory, discussing the idiosyncrasies of utilities and using advanced mathematics to demonstrate business concepts. He also explains how to properly apply this theory to utilities, expounding on specific business skills that will greatly benefit utility engineers in their daily jobs. Chapters are organized to build sequentially upon each other, and take advantage of the mathematical sophistication and deductive nature of engineers when presenting material. After reading this book, utility engineers will view their industry from a new perspective, and will have a greatly expanded business vocabulary. Suitable for self-study, undergraduate study, graduate study, or as a desk reference, this book provides a robust framework for correct business thinking and a solid foundation for further learning. Watch Richard E. Brown talk about his book at: <http://youtu.be/gdyjq77nQFI>

**Essentials of Entrepreneurship and Small Business Management, Global Edition** - Norman M. Scarborough 2018-10-11

For courses in small business management, entrepreneurship, and new venture creation and/or management. The foundation to building a successful business Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical-thinking skills they need for business success. Now in its 9th Edition, Essentials of Entrepreneurship and Small Business Management teaches students how to successfully launch and manage a business. By dissecting case studies, examining successes and failures in the context of the market, and observing the tactics used by today's most successful small business ventures, students can develop the skills that will give them a unique advantage in a hotly competitive environment.

**Essentials of Statistics for Business and Economics** - David R. Anderson 2019-02-09

Discover how statistical information impacts decisions in today's business world as Anderson/Sweeney/Williams/Camm/Cochran/Fry/Ohlmann's leading ESSENTIALS OF STATISTICS FOR BUSINESS AND ECONOMICS, 9E connects concepts from each chapter to real-world practice. This edition delivers sound statistical methodology, a proven problem-scenario approach and meaningful applications that present the latest statistical data and business information with unwavering accuracy. More than 350 new and proven real business examples, a wealth of practical cases and meaningful hands-on exercises highlight statistics in action. You gain practice as exercises and appendices that walk you through using the leading professional statistical software JMP Student Edition 14 and

Excel 2016. Trust STATISTICS FOR BUSINESS AND ECONOMICS, 14E as your efficient, powerful solution for mastering business statistics today. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Operations Management** - Nigel Slack 2019-04-22

Operations management is important, exciting, challenging ... and everywhere you look! Important, because it enables organisations to provide services and products that we all need Exciting, because it is central to constant changes in customer preference, networks of supply and demand, and developments in technology Challenging, because solutions must be financially sound, resource-efficient, as well as environmentally and socially responsible And everywhere, because in our daily lives, whether at work or at home, we all experience and manage processes and operations. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

*Business and Administrative Communication* - Kitty O. Locker 1998-01-01

**Business Essentials** - Ronald J. Ebert 2002-02-01

Appropriate for Introduction to Business courses at both the university and college levels. Back by popular demand, Business Essentials, Canadian Second Edition, is the perfect option for those who want a no-nonsense approach for an introduction to business course. It retains the smooth, conversational writing style, extensive pedagogy, and well-integrated supplements package of the big Business book. Thoroughly updated and condensed, this text engages the reader by providing accurate and focused coverage in a brief, inexpensive, and high-quality format. Not only does this book reflect the changes occurring in the practice of business, it also meets the changing needs of students and teachers in the field.

*Essentials of Economics* - N. Gregory Mankiw 2016-12-05

Now readers can master the basics of economics with the help of the most popular introductory book in economics today that is widely used around the world -- Mankiw's ESSENTIALS OF ECONOMICS, 8E. With its clear and engaging writing style, this book emphasizes only the key material that readers are likely to find most interesting about the economy, particularly if they are studying economics for the very first time. Reader discover interesting coverage of the latest relevant economic developments with real-life scenarios, useful economic facts, and clear explanations of the many ways essential economic concepts play a role in the decisions that individuals make every day. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

*Supervision in the Hospitality Industry* - John R. Walker 2009-01-09

Order of authors reversed on previous eds.

*Marketing Research Essentials* - Carl McDaniel (Jr.) 2016

**Ethical Theory and Business** - Denis Gordon Arnold 2013-11-01

An anthology of readings, legal perspectives, and cases in business ethics. Ethical Theory and Business provides students with a strong understanding of ethics in business. Case studies, a discussion of ethical theory, and a diverse range of perspectives on specific topics give students the tools needed to address ethical situations in business and challenge them to think for themselves. Learning Goals Upon completing this book readers will be able to: \* Reflect on ethical and sustainable business practices \* Understand the role of ethics in all function areas of business including management, marketing, international business, human resources, finance, and accounting \* Discuss the most pressing issues confronting business leaders today

**Essentials of Business Law and the Legal Environment** - Richard A. Mann 2015-01-01

Packed with reader-friendly illustrations, ESSENTIALS OF BUSINESS LAW AND THE LEGAL ENVIRONMENT, 12e uses a nontechnical presentation to help your students understand the dynamics of today's legal environment for business. Covering a broad variety of key subjects and emphasizing ethical decision making, the text presents all business law topics required for success on the CPA exam. Cases are carefully summarized and integrated in order to present both recent legal issues

and landmark court decisions while minimizing legal jargon. Students learn to effectively apply legal reasoning to cases and legal issues using the Issue, Rule, Application and Conclusion (IRAC) method. In addition to new Going Global features that highlight the international aspects of legal issues, the 12th Edition also includes more than 30 recent cases, updated coverage of limited liability companies and suretyship, amendments to UCC Articles, SEC rules on social media, recent U.S. Supreme Court decisions, and much more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

*Business Communication* - Mary Ellen Guffey 2009-06

Business Communication: Process and Product, brief edition takes students through a well developed, consistently applied approach to communication that is combined with integrated application of current and emerging business technologies. Students learn a process for solving future communication problems, and how to use the Internet and electronic media to deliver their messages, resulting in a tangible communication strategy they can use throughout their careers. NETA Testbank The Nelson Education Teaching Advantage (NETA) program delivers research-based resources that promote student engagement and higher-order thinking and enable the success of Canadian students and educators. This book's premium testbank is designed to ensure top quality multiple-choice testing by avoiding common errors in question and test construction. If you want your students to achieve "beyond remembering", ask your Nelson Sales Representative how today!

*Concepts of Biology* - Samantha Fowler 2018-01-07

Concepts of Biology is designed for the single-semester introduction to biology course for non-science majors, which for many students is their only college-level science course. As such, this course represents an important opportunity for students to develop the necessary knowledge, tools, and skills to make informed decisions as they continue with their lives. Rather than being mired down with facts and vocabulary, the typical non-science major student needs information presented in a way that is easy to read and understand. Even more importantly, the content should be meaningful. Students do much better when they understand why biology is relevant to their everyday lives. For these reasons, Concepts of Biology is grounded on an evolutionary basis and includes exciting features that highlight careers in the biological sciences and everyday applications of the concepts at hand. We also strive to show the interconnectedness of topics within this extremely broad discipline. In order to meet the needs of today's instructors and students, we maintain the overall organization and coverage found in most syllabi for this course. A strength of Concepts of Biology is that instructors can customize the book, adapting it to the approach that works best in their classroom. Concepts of Biology also includes an innovative art program that incorporates critical thinking and clicker questions to help students understand--and apply--key concepts.

**Seven Essentials for Business Success** - George J. Siedel 2021

Successful leaders are great teachers and successful teachers serve as models of leadership. This book enables leaders and teachers to understand and use the best practices developed by award-winning professors, each of whom teaches one of the seven areas that are essential for business success. These professors candidly discuss their successes and failures in the classroom, the mentors who inspired them, how they developed their teaching methods, their rigorous preparation for class, and the role of research in their teaching. Through descriptions of the professors in action, readers will gain an insider's perspective on their teaching skills, and witness how they teach the seven essentials for success in a variety of settings--MBA, Executive MBA, and executive education courses. The chapters also describe the daily lives (professional and personal) of the professors, and the impact they have beyond the classroom in improving organizations and society. If you are a leader or teacher--or if you are interested in the content of a business school education--this book provides an insider's perspective on the best practices used by legendary professors when teaching the seven essentials that represent the core body of knowledge for business success.

**Business** - Ricky W. Griffin 2004

For Introduction to Business courses. This best-selling text by Ricky Griffin and Ronald Ebert provides students with a comprehensive overview of all the important functions of business. Each edition has introduced cutting-edge firsts while ensuring the underlying principles that guided its creation, Doing the Basics Best, were retained. The seventh edition focuses on three simple rules- Learn, Evaluate, Apply. - NEW- Chapter 2: Understanding the Environments of Business - This

new chapter puts business operations in contemporary context, explaining the idea of organizational boundaries and describing the ways in which elements from multiple environments cross those boundaries and shape organizational activities. This chapter sets the stage as an introduction to some of the most important topics covered in the rest of the book, for example: - The Economics Environment includes the role of aggregate output, standard of living, real growth rate; GDP per capita; real GDP; purchasing power parity; and the Consumer Price Index. - The Technology Environment includes special attention to new tools for competitiveness in both goods and services and business process technologies, plus e

**U.S. History** - P. Scott Corbett 2017-12-19

Published by OpenStax College, U.S. History covers the breadth of the chronological history of the United States and also provides the necessary depth to ensure the course is manageable for instructors and students alike. U.S. History is designed to meet the scope and sequence requirements of most courses. The authors introduce key forces and major developments that together form the American experience, with particular attention paid to considering issues of race, class and gender. The text provides a balanced approach to U.S. history, considering the people, events and ideas that have shaped the United States from both the top down (politics, economics, diplomacy) and bottom up (eyewitness accounts, lived experience).

**The Business of Tourism** - J. Christopher Holloway 1983

Business Essentials - Ronald J. Ebert 2016-01

For Introduction to Business courses. Focus on the practical skills and important developments in business. The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for business--and a need for a change in Introduction to Business courses and texts. Business Essentials captures the widespread significance of these developments and presents their implications on businesses today. The Eleventh Edition includes new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concepts that they are learning, and making this text the most current and relevant one available on the market today. Also Available with MyBizLab® This title is available with MyBizLab--an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. NOTE: You are purchasing a standalone product; MyBizLab does not come packaged with this content. If you would like to purchase both the physical text and MyBizLab search for: 0134473639 / 9780134473635 Business Essentials Plus MyBizLab with Pearson eText -- Access Card Package Package consists of: 0134271122 / 9780134129969 Business Essentials 0134150031 / 9780134150031 MyBizLab with Pearson eText -- Access Card -- for Business Essentials

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 *Essentials of Entrepreneurship and Small Business Management, Student Value Edition* - Norman M. Scarborough 2018-01-05

NOTE: This edition features the same content as the traditional text in a convenient, three-hole-punched, loose-leaf version. Student Value Editions also offer a great value; this format costs significantly less than a new textbook. Before purchasing, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. For Student Value Editions that include MyLab(tm) or Mastering(tm), several versions may exist for each title -- including customized versions for individual schools -- and registrations are not transferable. In addition, you may need a Course ID, provided by your instructor, to register for and use MyLab or Mastering platforms. For courses in small business management, entrepreneurship, and new venture creation and/or management. The foundation to building a successful small business Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical-thinking skills needed for small business success. Now in its 9th Edition, *Essentials of Entrepreneurship and Small Business Management* teaches students how to successfully launch and manage a business. By dissecting case studies, examining successes and failures in the context of the market, and observing the tactics used by today's most successful small business ventures, students can develop the skills that will give them a unique advantage in a hotly competitive environment. Also available with MyLab Entrepreneurship By combining trusted authors' content with digital tools and a flexible platform, MyLab personalizes the learning experience and improves results for each student. NOTE: You are purchasing a standalone product; MyLab(tm) Entrepreneurship does not come packaged with this content. Students, if interested in purchasing this title with MyLab Entrepreneurship, ask your instructor to confirm the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the loose-leaf version of the text and MyLab Entrepreneurship, search for: 0134890442 / 9780134890449 Entrepreneurship and Small Business Management, Student Value Edition Plus MyLab Entrepreneurship with Pearson eText -- Access Card Package, 9/e Package consists of: 0134742400 / 9780134742403 Essentials of Entrepreneurship and Small Business Management, Student Value Edition 0134743067 / 9780134743066 MyLab Entrepreneurship with Pearson eText -- Access Card -- for Essentials of Entrepreneurship and Small Business Management

*Business Essentials* - Ronald J. Ebert 2013-12-31

*Business Essentials* continues to provide a solid foundation of the essential topics in business. Its focus on practical skills, knowledge of the basics, and important developments in business makes for a brief book, but a rich experience. The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for business--and a need for a change in the Introduction to Business course and text. This text captures the widespread significance of these developments and presents their implications on businesses today. MyBizLab for Business Essentials is a total learning package. MyBizLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams--resulting in better performance in the course--and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience--for you and your students. Here's how: Personalize Learning with MyBizLab: Inspire the exchange of new ideas and foster intriguing discussions with the abundant resources found in MyBizLab. Real World Business Practices Focus: An abundance of the latest real world business developments and examples provide clear illustrations of business concepts and current dilemmas, and every chapter shows how basic practices apply not only in business upswings, but also during economically challenging times as well. Help Students Review and Apply Concepts: Examples and exercises allow students to see how entrepreneurs are putting into practice the concepts that they are learning. Keep Your Course Current and Relevant: New examples, research findings, and examples appear throughout the text. Note: You are purchasing a standalone product; MyBizLab does not come packaged with this content. If you would like to purchase both the physical text and MyBizLab search for ISBN-10: 0133771555/ISBN-13: 9780133771558. That package includes ISBN-10: 0133454428/ISBN-13: 9780133454420 and ISBN-10: 0133456358/ISBN-13: 9780133456356. MyBizLab is not a self-paced technology and should only be purchased when required by an instructor.