



DOWNLOAD



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.



READ ONLINE
[7.64 MB]

Reviews

Thorough guideline! Its this type of good read. It is really simplistic but shocks from the 50 percent from the publication. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Sallie Wiegand

The ebook is easy in read through preferable to understand. It is actually writter in straightforward words and never hard to understand. I realized this publication from my dad and i encouraged this ebook to understand.

-- Dr. Fausto Jenkins Sr.