



Foundations of Business

William M. Pride , Robert J. Hughes , Jack R. Kapoor

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Foundations of Business, 3E gives students the comprehensive preparation they'll need to SUCCEED in today's competitive business world. By providing a brief survey of the major functional areas of business, including management, marketing, accounting, finance, economics, and information technology, this text introduces the reader to core business practices. In addition, the authors address other important concepts such as ethics and social responsibility, forms of ownership, small business and entrepreneurship, and international business. This edition is filled with cutting-edge content, including up-to-date information on the economic crisis, social networking, competition in the global marketplace, and the green movement, as well as suggestions on how to manage a business in the midst of economic ups and downs. An abundance of study aids is also available within the text and on the student companion website to help you achieve SUCCESS in the course and today's competitive business world.

Foundations of Business Details

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Author : William M. Pride , Robert J. Hughes , Jack R. Kapoor

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Ashley says

This book I did not mind so much. It was easy to read, easy to understand and presented things so simply that I wondered if it truly was a college textbook.

At times, I grew restless with the simplicity of the text, but being a full time student, I was just thankful for whatever small breaks that I could catch. The material was presented in a logical fashion, broken down under different headings and explained well enough that you got the general idea.

The text covered many topics and so it only skimmed over most of the major ideas, not much depth to some of the material, but when used in conjuncture with other texts in the same field, it makes more sense.

Brandon Bellinghausen says

Good introduction.

Cindy says

This was the textbook for my Introduction to Business class. The book covers a LOT of information in shallow detail. It is laid out in a logical fashion, but is rather dry reading. I took the class as an online class, and there was no input from the instructor, just read the text and take tests, but I managed to get an A.

Judith says

This book is really geared to a student who needs a basic introduction to business. It's glossy with lots of boxes and it's easy to read. This was our textbook for BUS100 which I took after taking courses in economics and accounting, so it seemed almost too simplistic. (Yes, I should have taken intro to business earlier).
