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Business Essentials (10th Edition)



Synopsis

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.

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Customer Reviews

"Ronald J. Ebert" is Emeritus Professor at the University of Missouri-Columbia where he lectures in the Management Department and serves as advisor to students and student organizations. Dr. Ebert draws upon more than 30 years of teaching experience at such schools as Sinclair College, University of Washington, University of Missouri, Lucian Blaga University of Sibiu (Romania), and Consortium International University (Italy). His consulting alliances include such firms as Mobay Corporation, Kraft Foods, Oscar Mayer, Atlas Powder, and John Deere. He has designed and conducted management development programs for such diverse clients as the American Public Power Association, the United States Savings and Loan League, and the Central Missouri Manufacturing Training Consortium. His experience as a practitioner has fostered an advocacy for integrating concepts with best business practices in business education. The five business books he has written include translations in Spanish, Chinese, Malaysian, and Romanian languages. Dr. Ebert has served as the editor of the "Journal of Operations Management." He is a past-president and fellow of the Decision Sciences Institute. He has served as consultant and external evaluator for "Quantitative Reasoning for Business Studies" an introduction-to-business project sponsored by the National Science Foundation. "Ricky W. Griffin" is Distinguished Professor of Management and holds the Blocker Chair in Business in the Mays School of Business at Texas A&M University. He also currently serves as executive associate dean. He previously served as Head of the Department of Management and as director of the Center for Human Resource Management at Texas A&M. His research interests include workplace aggression and violence, executive skills and decision making, and workplace culture. Dr. Griffin's research has been published in such journals as "Academy of Management Review, Academy of Management Journal, Administrative Science Quarterly," and "Journal of Management." He has also served as editor of "Journal of Management." Dr. Griffin has consulted with such organizations as Texas Instruments, Tenneco, Amoco, Compaq Computer, and Continental Airlines. Dr. Griffin has served the Academy of Management as chair of the organizational behavior division. He has also served as president of the southwest division of the

Academy of Management and on the Board of Directors of the Southern Management Association. He is a fellow of both the Academy of Management and the Southern Management Association. He is also the author of several successful textbooks, each of which is a market leader. In addition, they are widely used in dozens of countries and have been translated into numerous foreign languages, including Spanish, Polish, Malaysian, and Russian. Ricky W. Griffin serves as Distinguished Professor of Management and Blocker Chair in Business at Texas A&M. He received his Ph.D. in organizational behavior from the University of Houston. He served as editor of the Journal of Management and as an officer in the Southwest Regional Division of the Academy of Management, the Southern Management Association, and the Research Methods Division and the Organizational Behavior Division of the Academy of Management. Dr. Griffin spent three years on the faculty at the University of Missouri (Columbia) before moving to Texas A&M University in 1981. His research interests include workplace violence, employee health and well-being in the workplace, and workplace culture. A well-respected author recognized for his organizational behavior and management research, Dr. Griffin has written many successful textbooks, including: Management, Organizational Behavior, HR, Management Skills, Introduction to Business, and International Business.

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needed for class

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A text book for intro to business.

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