



MyLab Intro to Business available

Better Business, Global Edition Edition 5

Solomon / Poatsy / Martin

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For courses in introductory business

Better Business introduces the business content students need in a better way. By presenting the material in a stimulating, conversational, question and answer format, the text encourages students to come to class prepared to have better conversations, opening up a truly engaging classroom experience. Throughout the text, unique features illustrate positive and negative outcomes of relevant business ventures, while Mini Chapters focus in on key topics in business. The 5th Edition continues to feature updated social media strategies and technologies, reflecting the explosive growth of social media in the contemporary business environment. With Better Business students and instructors have a powerful learning and teaching tool that captures the evolving issues and opportunities of business.

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 - 16. Investment Opportunities in the Securities Market

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Business Essentials Edition 11

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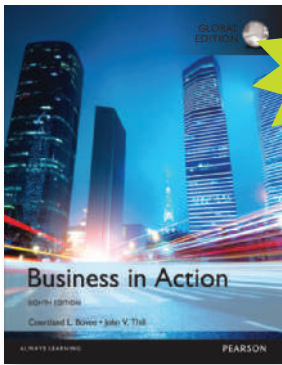
For introduction to business courses.

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.

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Business in Action **Edition 8**

Bovee / Thill

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For introductory courses in business.

Comprehensive, *Business in Action* is significantly shorter than other introductory business textbooks without omitting any important principles and concepts. Featuring a highly organized, objective-driven structure, this Eighth Edition builds on the text's tradition of incorporating relevant, contemporary examples from the business world with five brand-new vignettes and case studies bookending its chapters.

This updated edition also includes new and revised questions, visuals, and chapters covering relevant business trends and topics. The ideal textbook for introductory courses in business, *Business in Action* covers the full spectrum of contemporary business topics without filler or fluff.

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