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Introduction to Business

Jeff Madura



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This exciting, all new edition of Introduction to Business, 3e introduces students to core business concepts and how they center around a company's business plan. This text's applied approach addresses how and why a business operates. Students can then build upon their practical skills through examples, exercises and projects to help them gain a full understanding of how and why to develop a business plan. Each text is packaged with a Business Plan Booklet and CD-ROM, which are tied to end-of-part features, allowing students hands-on practice in creating a sound business plan. Through lively examples this text emphasizes key core skill areas including, Decision-Making and Planning, Teamwork, Technology, and Communication.

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