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Business: A Changing World

By A. Hirt, O.C. Ferrell

McGraw Hill Education, 2011. Softcover. Book Condition: New. 5th or later edition. Business: A Changing World is the fastest growing introductory business textbook on the market, and for a simple reason. It's written from the ground up to be brief, lean, and flexible enough to enable you to cover just the topics you want at the level of depth you want, plus it doesn't inherit out-dated examples from a hardback derivative. TABLE OF CONTENTS: Part I: Business in a Changing World 1. The Dynamics of Business and Economics Guidelines for the Development of the Business Plan 2. Business Ethics and Social Responsibility Appendix A The Legal and Regulatory Environment 3. Business in a Borderless World 4. Managing Information Technology and E-Business Part II: Starting and Growing a Business 5. Options for Organizing Business 6. Small Business, Entrepreneurship, and Franchising Part III: Managing for Quality and Competitiveness 7. The Nature of Management 8. Organization, Teamwork, and Communication 9. Managing Service and Manufacturing Operations Part IV: Creating the Human Resource Advantage 10. Motivating the Workforce 11. Managing Human Resources Appendix B Personal Career Plan Part V: Marketing: Developing Relationships 12. Customer-Driven Marketing 13. Dimensions of Marketing Strategy Part VI: Financing the Enterprise 14....



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