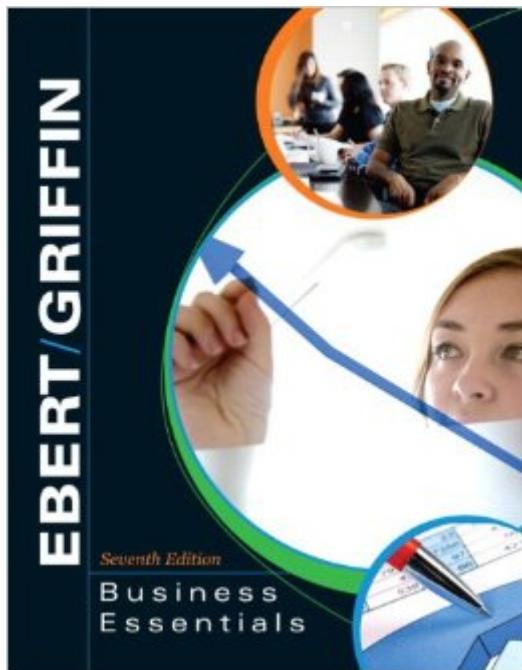


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Business Essentials (7th Edition)



Synopsis

This best-selling book continues to present a brief à œno-nonsense à • approach to the fundamentals of business that spans the range of all functional areasâ " management, marketing, operations, accounting, information systems, finance, and legal studies. Topics comprehensively covered include: the contemporary business environment; the business of managing; principles of marketing; managing information; people in organizations; and financial issues. An excellent reference resource for business managers and executives; also appropriate for entrepreneurs and others involved in business relations.

Book Information

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Average Customer Review: 4.2 out of 5 starsÂ ¤ See all reviewsÂ (55 customer reviews)

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Customer Reviews

For your basic introductory business class, this book is good. It offers a lot of vocabulary, and I can see why a lot of people would say the book has no depth since most of the information can be drawn from simply living the real world. (Unless of course you live in a refrigerator.) So why bother grabbing the text if I can get the same exact knowledge from life? Well, in the beginning, end and throughout each chapter, tons of real life examples are woven in to illustrate each of the "business essentials." On top of that, real quotes from millionaires, successful CEOs and entrepreneurs, and trusted business executives allows the average student a valuable glance into what makes up a smart business mindset. What's my point? To study business, you need to study the principles that real professionals swear by. Texts written by "just" business professors who don't actually participate in the business world really just don't cut the chase. They're probably broke anyway.

Now textbooks with information from successful people, that's what's going to make a student of business really churn out a beautiful future. So while the material is very, very basic. The real life examples are awesome. However, these lessons can be taught by even better books by great people like Stephen R. Covey and Dale Carnegie. But if you do need a book chock full o' business vocabulary and basics, this isn't a terrible pick. And it certainly does spell everything out.

There is cutting-edge information in this book about how to start, run, maintain and protect a business, whether it is a small partnership or a bustling enterprise of many employees. Ebert and Griffin do thorough job of presenting new concepts in an easily understood format that allows anyone with a high school diploma grasp the fundamentals of entrepreneurship. Of particular importance is stressing the ideas of assessing one's own strengths and weaknesses as well as the opportunities and threats in the marketplace. It talks about the critical nature of human resource management, how to retain productive employees and keep them motivated. You learn the all-important concept of strategic tactics for developing your short, intermediate and long-term goals, mission statement, a written code of ethics and corporate culture as well as understanding the crucial significance of your Organizational Stakeholders. Even if you don't plan on starting or buying your own business or franchise, even shift supervisors will greatly benefit from understanding how to improve their effectiveness on their team if they even read Half of this book. Sometimes the stories that come at the beginning of each chapter can be distracting, but this is a minor issue with the presentation. This is a must-read for anyone looking for their careers escalate in the business world.

I purchased this book for my class. It covers a lot of topics - how to open your own business to barriers to international trade to the nature of leadership. Basic overview and definitions, but nothing too deep. This book is exactly what its title is, "business essentials." One good thing about this book - The case studies that are presented are with the times (Facebook, Samuel Adams beer, Google).

I'm a first year business student and I love this book. It is clearly written in plain English and conversational style, and contains current examples including but not limited to Starbucks, McDonalds, and Wal-mart. It's a thin (1/2") book, leading me to believe that I didn't read all semester. :) I thought this book was great.

Helpful with understanding the basics of business. Offers many examples from the business world.

The book gives a website to use for interactive study guides but you need an access code which was not included with the brand new book.

Needing this book for my summer class, I looked at the college bookstore and found that it was \$90.00 new and \$47.50 used. Having been going to school for a couple of semesters and having been horrified at the cost of the textbooks vs the return on investment when you sell them back, I thought I would give a try. MY BOOK WAS 8.36 plus shipping totalling less than \$13.00 and I have it more than a week before my class begins!!!! Last semester I purchased a new A&P book for \$93.10 and received \$12.00 back at the end of the term! IS THE WAY TO GO!! I am hooked and am spreading the word. Save some of your financial aid money for the following semesters books and have more \$\$ for tuition, food, etc~~~~~

I need the 8th edition of this text book for my Business 101 class, but that book(used) was no less than \$50. And seeing that the book is barely 200pages long if that, I wasn't about to pay that much money for it. So I decided to go with the 7th edition. Almost the same exact book, the same chapter layout and all, and for almost 90% less than the price of the 8th edition. You can't beat that kind of a deal. It worked for me.

I fell in love with my Intro to Business course, and the book had a lot to do with it. "Business Essentials" is extremely simple to follow and has wonderful content.

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