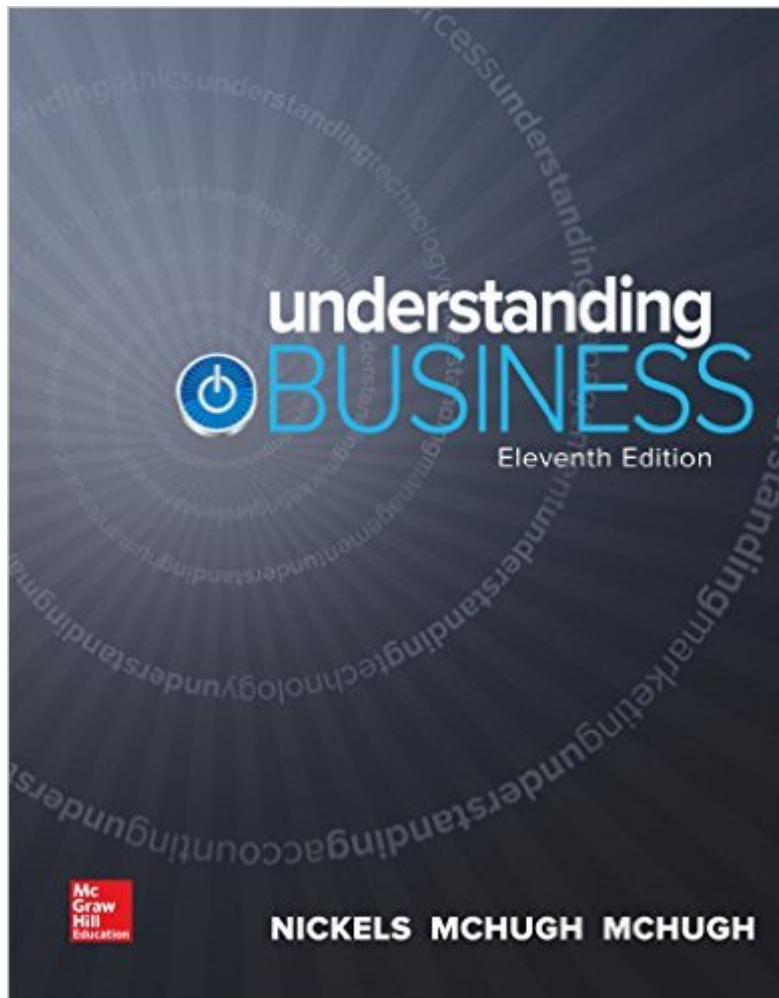


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# Understanding Business



## Synopsis

Understanding Business has long been the market leader because we listen to instructors and students. With this eleventh edition we are proud to offer a platinum experience, that: Improves Student Performance • Understanding Business puts students at the center. It's the only learning program on the market to offer proven adaptive technology that increases grades by a full letter through Connect® Business, and the only program to offer the first and only adaptive eBook ever, SmartBook. Enhances your Teaching • The authors are dedicated to supporting your teaching and your student's learning, which is why they listen to YOU and develop resources based on YOUR suggestions and course needs. This is the only author-team on the market that carefully review each and every resource to ensure cohesion. Accessible to All • This learning program has moved toward tighter compliance with the Web Content Accessibility Guidelines, and provides students the opportunity to learn regardless of learning style or disability. What's more, it earned a perfect score of 100 points possible by Quality Matters, an independent organization that reviews and certifies the quality of online courses and online components. Choose a platinum experience. Choose Understanding Business.

## Book Information

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## Customer Reviews

As a college professor, it upsets me when book authors and publishers change editions so frequently. There is a new edition of this book coming out (perhaps it already has). C'mon-how much about basic business has since 2001? It seems a ploy to not only charge students more money (and disallow them to buy a used edition) and force professors to change the lesson plans for the

course-based on changes in a couple of chapters. The book, however, is well written and provides good examples and case studies.

Being somewhat of an entrepreneur, I decided to enhance my business background by taking an introductory course in business this Fall, 2011. This is the assigned text, and I prefer to get familiar with course materials as soon as published. Honestly, this text is not what I expected from an introductory textbook. It gives a solid overview of past and current business science. The online materials augmenting the text are impressive, and downloadable for the most part. The topics discussed in the text are pertinent and current to issues being experienced both locally, nationally, and internationally: Business Trends; Business Ownership; Business Management; Human Resources; Marketing; Financial Resources. The text is easy to read. It includes highlights of business personalities from the local, national, and international arenas, and why they are significant in the business world. The layout of the subject materials is highly organized and makes the taking of notes easy as well. The online materials are designed to augment the text by offering study aides that can be downloaded and printed including practice tests, case studies with practice tests, videos, and more. Overall, I find this text both informative and worth reading for anyone interested learning the foundations of business science regardless of whether it is for a college course or personal interest. Respectfully, Michael J. Reeves, AA, ASc

DO NOT BUY THIS ITEM! Buy the access code instead. It comes with the online book. I now have to spend close to \$150 to buy the access code separately. The seller should really email a code with this purchase or at least make sure to inform the buyers that this DOES NOT COME WITH THE CODE FOR CONNECT.

I teach a course using this book. This book is excellent! Even my students like the book (although the price is on the high end). The material is presented in a clear, easy to understand but interesting manner. It covers the wide topics covered in business and provides a great "understanding of business". I highly recommend this book.

What I like about Understanding Business are the examples provided within each chapter. The only problem is, it's a bit oversimplified. Learning about business shouldn't be complicated because it relates to real world in almost every way. The chapters are around 20 pages on average which is a perfect read. You won't ever be too behind, but try to stay ahead. Don't lose this book. It's very

expensive. Enjoy.

It turns out that all the text books purchased from require an online access code from the publisher in order access homework. Therefore, the hard cover book doesn't work for the instructors. Had to pay \$120 for the "Code" in order to access assignments. Nothing wrong with the book, but is now incomplete for the student to take the course. This is the case with the other textbook purchases.

This book was required for my BUS 101 course. This book has 20 chapters that are about 20-30 pages each. The books is well laid out and gives you a good overview of many important business topics. At the start of each chapter, they have a profile of a company/person so that as you're heading into the chapter you can have a kind of real-world example to tie the chapter's subject matter to. The key terms are laid out in the margins throughout the chapter so you can quickly find them and read their definitions. If you need a deeper understanding of the key term then you are already on the page where it was first used. The chapter summary is laid out in a question and answer format, giving you a second chance at learning the concept which they spoke about in the chapter. In the "casing the web" section there appears to be a link to more material, possibly a video (I didn't have time during the quarter to watch any though). At the end of every chapter there is also a "video case" section that is possible linked to the previous video, but even without is a very interesting page or two of reading. Overall it's a well laid out book with a good mix of color and graphics and isn't a "dry" read.

I purchased this book on last semester after finding it for a fraction of the cost my college bookstore was selling it for. There are 20 chapters in this book sectioned into 6 parts as listed below: Part 1 (Chapters 1-4) -> Business Trends: Cultivating a Business in Diverse, Global Environments Part 2 (Chapters 5 & 6) -> Business Ownership: Starting a Small Business Part 3 (Chapters 7-9) -> Business Management: Empowering Employees to Satisfy Customers Part 4 (Chapters 10-12) -> Management of Human Resources: Motivating Employees to Produce Quality Goods and Services Part 5 (Chapters 13-16) -> Marketing: Developing and Implementing Customer-Oriented Marketing Plans Part 6 (Chapters 17-20) -> Managing Financial Resources I found this book to be very helpful and I think it offers some great information to those who may be striving to be small business owners in the future and starting their own LLC or partnership. This book is packed with information on all things business and I think it's a must have for anyone like me who has never taken a business class before.

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