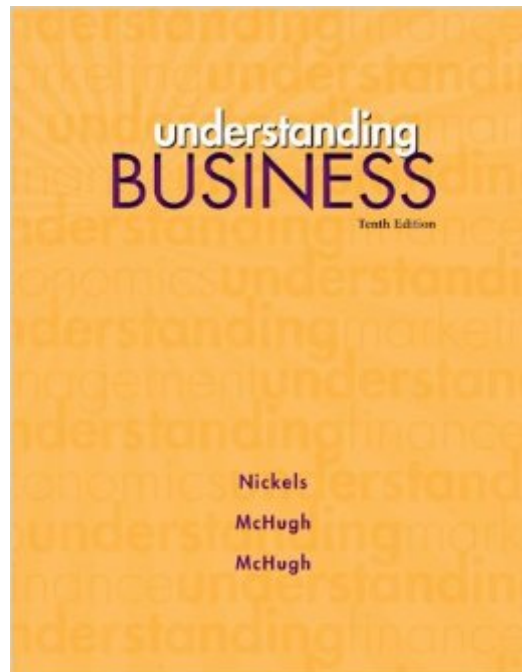


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# Understanding Business, 10th Edition



## Synopsis

Understanding Business by Nickels, McHugh, and McHugh has been the number one textbook in the introduction to business market for several editions for three reasons: (1) The commitment and dedication of an author team that teaches this course and believes in the importance and power of this learning experience, (2) we listen to our customers, and (3) the quality of our supplements package. We consistently look to the experts – “ full-time faculty members, adjunct instructors, and of course students – “ to drive the decisions we make about the text itself and the ancillary package. Through focus groups, symposia, as well as extensive reviewing of both text and key ancillaries, we have heard the stories of more than 600 professors and their insights and experiences are evident on every page of the revision and in every supplement. As teachers of the course and users of their own materials, the author team is dedicated to the principles of excellence in business education. From providing the richest most current topical coverage to using dynamic pedagogy that puts students in touch with today’s real business issues, to creating groundbreaking and market-defining ancillary items for professors and students alike, Understanding Business leads the way.

## 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.

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.

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

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.

The book is okay and not the best at all. It is the beginner's guide to starting and understanding businesses. However, do take the chapters with a grain of salt. The authors did not seem to have the right definition for entrepreneurship in the beginning. The term has more to do with innovative business ideas and introduction of unique products to market than just starting a business that already exists. Another thing is that there are 3 guys behind Youtube. The authors leave out one in the same chapter. Next, in chapter 7, they talk about rational decision making model, but without its real diagram. The authors are a great team of con artists. They sure found themselves a get rich quick scheme with this book. The price tag did not fill up their stomach. We had to even sign up at connect to get their assignments. It was something like \$49 plus tax. It applies to those who bought the book with an invalid/expired registration code. The assignments consisted of match the following, watching videos to answer questions and multiple choice quizzes. The assignment screen was too small and the options for the quiz questions had drop down menu. This made the questions and answers go haywire. Some of the videos were misleading also. Anyone who wears glasses will find the assignment pages more difficult to use. In conclusion, buy this book at your own risk.

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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