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By Jessica Leung on Dec 15, 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. To study business, you need to study the principles that real professionals swear by. 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. And it certainly does spell everything out. Chances are, your boss should probably read this book By Dairenn Lombard on Mar 10, 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. 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. 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. Good book to start with By Jen C. 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. Thumbs Up from a Student By S. It is clearly written in plain English and conversational style, and contains current examples including but not limited to Starbucks, McDonalds, and Wal-mart. I thought this book was great. 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 AMAZON a try. I am hooked and am spreading the word. So I decided to go with the 7th edition. It worked for me. A Great Textbook By S. Mayry on Feb 04, I fell in love with my Intro to Business course, and the book had a lot to do with it. By Pen Name on Feb 20, I was in a rush to get this book for class in which it came pretty quickly and is helping me a lot with the class. We downloaded the kindle app, and everything worked well. I had to delete it and then re download it. It worked again and I thought the problem was solved. However, when I go to open it today, to complete an assignment, it wont open again. I went through the same steps to re download it, and nothing will work. I still have days on the rental. I would not recommend this for other students since it is not reliable and will quit working. Other than that the book is good. Definitely needed for my course. Quick delivery as well. Five Stars By Jon G. The book had black scratches and looked as if it had been previously used. They basically unseal the product and take the access code off, and sell it minus 30 dollars the original price. One Star By Murrey Kehrlein on Mar 16, Based on the description the text book came with the access code in which it did not.. Cheap and all the pages. I could highlight By Alyssa on Jun 08, I rented this on my iPad through amazon but had to use it on the kindle reading app and it was great! I could highlight, make notecards, and annotate the book all through the app. I would high light the specific terms I needed for my exams and highlight the definitions given and simply copy and paste that information on the notecards. I used the notecards to test myself before exams and it worked! I highly suggest renting this book and using it on a computer or tablet. Five Stars By Kim A. Knight on Dec 12, Saved me tons of money instead of buying it at the college bookstore. Brandon on Dec 11, good Return By Chris on May 06, It was a good book and very useful for my class but how do I return the book if I was renting it? Not as soft as I thought the case would be, but very sturdy and constructed. Ebert , Ricky W. This particular edition is in a Hardcover

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Ricky Griffin joined the faculty at Texas A&M University in During his career at Texas A&M he has taught undergraduate and graduate courses in management, organizational behavior, human resource management, and international business.

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