

The Future Of Business The Essentials Fourth Edition

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this textbook continues to provide a solid foundation of the essential topics that first semester business students need to understand it focuses on practical skills knowledge of the basics and important developments in business

revised edition of the authors business essentials 2015

business essentials teaches core business communication skills in a clear compact and engaging format

this print textbook is available for students to rent for their classes the pearson print rental program provides students with affordable access to learning materials so they come to class ready to succeed for introductory business courses a focus on the practical skills and important developments in business the recent events in domestic and global economies are presenting unprecedented challenges excitement and disappointments for businesses and a need for change in introduction to business courses and texts business essentials captures the widespread significance of these developments and presents their implications on companies today the 13th edition includes new real world examples and research findings helping students to see how entrepreneurs are putting into practice the concepts they re learning about and making this text the most current and relevant one available on the market

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decision making is a critical part of management and bad choices can damage careers and the bottom line this book offers the tools and advice managers need to avoid common biases and arrive at and implement decisions that are both sound and ethical the harvard business essentials series provides comprehensive advice personal coaching background information and guidance on the most relevant topics in business whether you are a new manager seeking to expand your skills or a seasoned professional looking to broaden your knowledge base these solution oriented books put reliable answers at your fingertips

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the rise of digital media and the public's demand for transparency has elevated the importance of communication for every business to have a voice or seat at the table and maximize their full value a strategic communicator must be able to speak the language and understand business goals issues and trends the challenge is that many communicators don't hold an mba and didn't study business in college business essentials for strategic communicators provides communication professionals and students with the essential business 101 knowledge they need to navigate the business world with the best of them readers will learn the essentials of financial statements and terminology the stock market public companies and more all with an eye on how this knowledge helps them do their jobs better as communication professionals

this textbook presents comprehensive treatment of the e business environment and the tools and strategies necessary for success in the digital realm the author covers a wide range of e business related topics such as e environment e business security billing and payment systems supply chain management digital marketing customer relationship management business intelligence e business adoption change management performance measurement legal and regulatory the book focuses on the ethical and legal issues of e business and offers practical advice for establishing and maintaining successful e business operations the book also discusses the challenges of keeping up with swiftly evolving technology and the ever changing internet landscape including online transactions data security and administration the author seeks to advance e business research and practice by providing a comprehensive and up to date overview of the field the author includes case studies that span various industries and companies from small startups to large corporations providing readers with a diverse and practical perspective on e business

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effective communication is a vital skill for everyone in business today great communicators have a distinct advantage in building influence and jumpstarting their careers this practical guide offers readers a clear and comprehensive overview on how to communicate effectively for every business situation from sensitive feedback to employees to persuasive communications for customers it offers advice for improving writing skills oral presentations and one on one dealings with others contents include understanding the optimal medium to present information learning the best timing to deliver a message delivering an effective presentation drafting proposals writing effective e mails improving self editing skills plus readers can access free interactive tools on the harvard business essentials companion web site series adviser mary munter professor mary munter has taught management communication for over twenty five years for seven years at the stanford graduate school of business and since 1983 at the tuck school of business at dartmouth professor munter is considered one of the leaders in the management communication field among her publications is guide to managerial communication recently published in its sixth edition and named one of the five best business books by the wall street journal she has also published many other articles and books and consulted with over ninety corporate and not for profit clients harvard business essentials the reliable source for busy managers the harvard business essentials series is designed to provide comprehensive advice personal coaching background information and guidance on the most relevant topics in business drawing on rich content from harvard business school publishing and other sources these concise guides are carefully crafted to provide a highly practical resource for readers with all levels of experience to assure quality and accuracy each volume is closely reviewed by a specialized content adviser from a world class business school whether you are a new manager interested in expanding your skills or an experienced executive looking for a personal resource these solution oriented books offer reliable answers at your fingertips

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