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# Business Essentials (10th Edition)



## Synopsis

Business Essentials continues to provide a solid foundation of the essential topics in business. Its focus on practical skills, knowledge of the basics, and important developments in business makes for a brief book, but a rich experience. The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for business—and a need for a change in the Introduction to Business course and text. This text captures the widespread significance of these developments and presents their implications on businesses today. MyBizLab for Business Essentials is a total learning package. MyBizLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience—for you and your students. Here’s how:

- Personalize Learning with MyBizLab: Inspire the exchange of new ideas and foster intriguing discussions with the abundant resources found in MyBizLab.
- Real World Business Practices Focus: An abundance of the latest real world business developments and examples provide clear illustrations of business concepts and current dilemmas, and every chapter shows how basic practices apply not only in business upswings, but also during economically challenging times as well.
- Help Students Review and Apply Concepts: Examples and exercises allow students to see how entrepreneurs are putting into practice the concepts that they are learning.
- Keep Your Course Current and Relevant: New examples, research findings, and examples appear throughout the text.

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## Book Information

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## Customer Reviews

Doesn't come with access code if you are using MyBizLab for your class. I thought it would have but didn't so I had to purchase the access code separately when some books have the access code you will need. Other than that the book is good. Definitely needed for my course. Quick delivery as well.

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Not available on windows 10 so I have to use my phone. Not worth the rental fee if i cant get it on my computer.

A book I had to have for college, very expensive..but I got an A plus in my class so I will give it 5 stars.

It's a book, nothing special. It smelled like cigarette smoke when I received it.

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