



The Future of Business: The Essentials (with Building Your Career Booklet) (Book Only)

Lawrence J. Gitman, Carl McDaniel

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Packed with examples and illustrations of professionals in real-world practice, THE FUTURE OF BUSINESS: THE ESSENTIALS 4E prepares readers for a successful career in business by equipping them with the knowledge, skills, and competencies needed in tomorrow's competitive workplace. Rich in theory and application, it delivers an engaging presentation of the foundational principles, concepts, and vocabulary for each area of business, while also emphasizing the practical skills needed for real-world success--including the five workplace competencies recommended by the Secretary's Commission on Achieving Necessary Skills (SCANS). Each chapter offers a thorough presentation of business principles and also highlights emerging business trends in management, leadership, production, marketing, and finance.

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