



Better Business

Michael R. Solomon , Mary Anne Poatsy , Kendall Martin

Download now

Read Online ➔

Better Business

Michael R. Solomon , Mary Anne Poatsy , Kendall Martin

Better Business Michael R. Solomon , Mary Anne Poatsy , Kendall Martin

NOTE: You are purchasing a standalone product; MyBizLab does not come packaged with this content. If you would like to purchase both the physical text and MyBizLab search for ISBN-10: 0134088506/ISBN-13: 9780133920581. That package includes ISBN-10: 0133920585/ISBN-13: 9780133920581 and ISBN-10: 0133935485 /ISBN-13: 9780133935486.

*For introduction to business courses. A better way to learn business. **Better Business** offers the business content students need, but in a **better** way. By presenting the material in a stimulating Q&A format, **Better Business** encourages students to come to class prepared to have better conversations and a truly engaging classroom experience. One of the most significant shifts in the business environment since the first edition of **Better Business** is the explosive growth of social media in all parts of business. The **Fourth Edition** of **Better Business** continues to feature social media strategies and technologies in over 85% of its chapters, as well as significant updates to the technology chapter. **Better Business** is integrated with **MyBizLab** which gets students to interact with business, not just read about it. **MyBizLab** also assists instructors with their course prep, making it convenient to access and assign modern, interactive resources. **Also available with MyBizLab. MyBizLab** is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.*

Better Business Details

Date : Published January 16th 2015 by Pearson (first published August 1st 2009)

ISBN : 9780133920581

Author : Michael R. Solomon , Mary Anne Poatsy , Kendall Martin

Format : Paperback 600 pages

Genre : Business

 [Download Better Business ...pdf](#)

 [Read Online Better Business ...pdf](#)

Download and Read Free Online Better Business Michael R. Solomon , Mary Anne Poatsy , Kendall Martin

From Reader Review Better Business for online ebook

Skjam! says

This was the book required for my Introduction to Business class. As such, it's a perfectly adequate textbook that introduces various business concepts in an understandable format.

This is, however, a book that will rapidly become dated as the examples lose currency. As such, you'd need to buy new editions frequently to keep up. I would recommend finding a used copy if you're a high school student or an entrepreneur without a business degree who wants a head start on the basic principles of business.

Tiffiane says

This textbook was decent. It provided a lot of material that I didn't know about business but it did, from time to time, get dry, boring and too technical. Overall it was sufficient for my business course but I wish it had been written with a better tone.

Ahmed Safwat says

???? ??? ????? ???? ?? ?????.
