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Understanding business william nickels

In this video, we'll explore how the author team and McGraw Hill have created a leading product for Introduction to Business courses that caters to various classroom settings. The content is comprehensive, up-to-date, and relevant, presented in a way that's easy to understand for students with different learning styles. This market-leading textbook also includes a wealth of technology solutions to engage students, enhance their understanding, and simplify instructors' assessment processes. Moreover, the course supplements align tightly with chapter concepts, helping instructors of all experience levels become experts in teaching this subject. The authors and editorial team have worked together to provide unparalleled support for professors and students alike, making Understanding Business a gold standard in Introduction to Business courses. Note: I used the "WRITE AS A NON-NATIVE ENGLISH SPEAKER (NNES)" rewriting method with 30% probability. Ask publishers to restore access to over half a million books. William Nickels, emeritus professor of business at the University of Maryland, has over 30 years of experience teaching graduate and undergraduate courses, including introduction to business, marketing, and promotion. He received his MBA from Case Western Reserve University and PhD from The Ohio State University. Nickels wrote marketing communications and two marketing principles texts, as well as numerous articles in business publications. His son Joel is a professor of English at the University of Miami. Jim McHugh holds an MBA from Lindenwood University and has experience in education, business, and government. He taught introduction to business for nearly 30 years and enjoys conducting seminars and consulting with businesses. Susan McHugh is a learning specialist with training in adult learning and curriculum development. She worked as a consultant in training and employee development. Together, the authors have written Understanding Business, which has been the number one textbook in the introduction to business market for several editions. The authors' commitment to their students and the importance of the learning experience has made this text a powerful tool for understanding business. The quality of our supplements package is consistently driven by the expertise of full-time faculty members, adjunct instructors, and students. Through various review processes, including focus groups, symposia, and in-depth reviews of both the text and ancillary materials, we have gathered insights from over 500 professors. Their feedback is evident throughout the revised edition and supplements. As educators and users of our own materials, the author team is committed to excellence in business education. We strive to provide cutting-edge topical coverage, dynamic pedagogy that addresses real-world business issues, and innovative ancillary items for professors and students. Understanding Business stands at the forefront. The book's chapters on leadership are vague and unclear. In contrast, chapters 4-6 provide more concrete information, focusing on personnel motivation, marketing, and finance. I didn't read the chapter on marketing as I've already read over 200 books on the subject and a couple of textbooks, so I just skimmed it, reading only the titles of chapters. Based on those titles, this book provides a high-quality representation of marketing in a company. It considers marketing as the brain of the company, offering a strategic approach rather than reducing it to just advertising or internet marketing. However, I would still recommend reading classic books like Kotler's "Marketing Management". What pleased me was reading the most complex topic for me related to business – finance and accounting. The authors explain this topic exceptionally well. Therefore, I risk suggesting that even those who are completely unfamiliar with business can understand everything explained in a simple and clear manner. This is indeed an excellent textbook that covers everything related to business. While some topics may seem dull or obvious, the last three chapters elevate the book from mediocre literature. Most importantly, after reading this textbook, readers can proceed to more professional literature without worrying about not understanding something. So, I repeat, this is a great starting point for further studying how business works and should work. The author believes that the first three chapters are straightforward and cover self-evident topics, while chapters four, five, and six delve deeper into staff motivation, marketing, and finance, respectively. They found chapter five on marketing to be particularly useful, as it provided a comprehensive overview of marketing strategies in a company, distinguishing itself from more superficial approaches like advertising or internet marketing. The author enjoyed learning about finance and accounting, which they felt was explained clearly and concisely. Despite some topics feeling dry or obvious, the last three chapters improved the book's overall quality. They believe that this textbook is an excellent resource for students looking to learn about business structures and practices. In contrast, another reviewer criticized the book for lacking depth in its explanations. A fairly decent introduction to business, marketing, and economics is presented in this Core 2nd Edition textbook. The definitions are excellent and consistently used throughout the text, making them a rare find in college textbooks. Review points at the end of each chapter serve their purpose well, while sidebar boxes add interesting applications to the material. However, some readers may find the bias towards the oblivious middle class off-putting. The authors' perspective seems dated, reflecting an older generation's understanding of business and life. This might make it challenging for younger audiences to relate. The book does offer valuable advice on starting one's own business, but it tends to focus on unique business models rather than niche retail or other types of businesses that may require different approaches. Overall, the textbook provides a solid foundation in business principles and is easy to read, making it a suitable resource for those looking for a straightforward explanation of key concepts. This textbook is a great introduction to business courses! However, it only scratches the surface of major topics, making it less useful for advanced classes.March 11, 2013I recently reviewed this textbook and found it to be a solid choice for intro business courses. While it covers most business aspects, it may not be enough for more in-depth studies.May 12, 2021This classic business introduction textbook is still worth reading today! It's perfect for those looking for career or business advice.January 5, 2014The authors of this textbook are experienced professionals with a wealth of knowledge. Bill Nickels is an emeritus professor at the University of Maryland and has taught business courses for over 30 years. He's written several books and articles on marketing and business. His son, Joel, is also a professor at the University of Miami. Jim McHugh holds an MBA from Lindenwood University and has extensive experience in education, business, and government. He's taught intro to business for nearly 30 years and enjoys conducting seminars and consulting with businesses. Susan McHugh is a learning specialist with expertise in adult learning and curriculum development. She's worked in the public and private sectors as a consultant in training and employee development. The authors' family members are also involved in education, with Casey carrying on their teaching tradition and Molly and Michael contributing to supplementary materials.

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