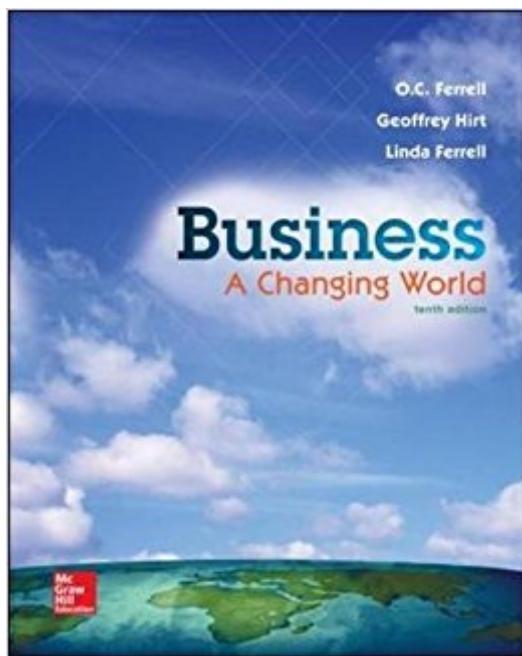


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Business: A Changing World – Standalone Book



Synopsis

NOTE: This book will not include standalone book. Business: A Changing World carefully blends the right mix of coverage and applications to give students a firm grounding in business principles. Where other products have you sprinting through the semester to cover everything, Business: A Changing World allows breathing space to explore topics and incorporate additional activities to complement your teaching. Built from the ground up, Business: A Changing World is for faculty and students who value a briefer, flexible, integrated, and affordable resource that is exciting, applicable, and happening! What sets this learning program apart from the competition? An unrivaled mixture of exciting content and resources blended with application focused text and activities, and fresh topics and examples that show students what is happening in the world of business today!

Book Information

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Customer Reviews

O.C. Ferrell is Professor of Marketing at Colorado State University. He also has held faculty positions at the University of Memphis, University of Tampa, Texas A&M University, Illinois State University, and Southern Illinois University, as well as visiting positions at Queen's University (Ontario, Canada), University of Michigan (Ann Arbor), University of Wisconsin (Madison), and University of Hannover (Germany). He has served as a faculty member for the Masters Degree Program in Marketing at Thammasat University (Bangkok, Thailand). Dr. Ferrell received his BA and MBA from Florida State University and his PhD from Louisiana State University. His teaching and research interests include business ethics, corporate citizenship, and marketing. Dr. Ferrell is widely recognized as a leading teacher and scholar in business. His articles have appeared in the Journal

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