



Introduction to Business

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In every job, in every career, we use important business concepts. Whether your students become professional athletes, managers, CEOs, or journalists, they will need good decision-making skills. Skills that will help them work with others in a professional manner, manage and organize their work, and manage other employees. Madura's INTRODUCTION TO BUSINESS 4e introduces students to these concepts and shows how they enhance good business decision-making. Through lively examples, Madura emphasizes key core skill areas including, Decision-Making and Planning, Teamwork, Technology, and Communication. It's up to you to help your students learn how to make the best decisions possible when they enter the business world.

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