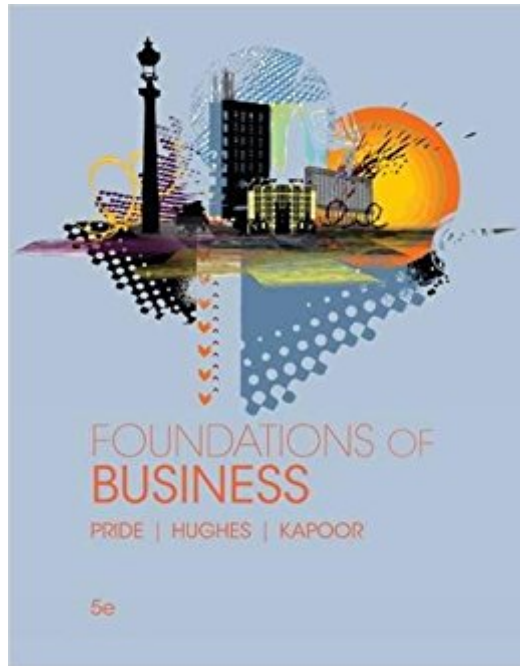


The book was found

# Foundations Of Business (Standalone Book)



## Synopsis

Note: This is a Standalone book and does not include access card. Join the authors who have an extensive record of teaching success in today's Introduction to Business course with the fifth edition of the best-selling FOUNDATIONS OF BUSINESS. This up-to-date, comprehensive survey of business addresses forms of business ownership, management and organization, human resources management, marketing, social media and e-business, information systems, accounting, and finance. Core topics emphasize ethics and social responsibility, small business and entrepreneurship, and global issues, while new coverage examines cutting-edge topics, such as the impact of social media on business, the economic recovery and remaining economic problems, international business, green and socially responsible business, and sustainability.

## Book Information

Paperback: 498 pages

Publisher: South-Western College Pub; 5 edition (January 11, 2016)

Language: English

ISBN-10: 1305511069

ISBN-13: 978-1305511064

Product Dimensions: 10.7 x 8.5 x 0.8 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 23 customer reviews

Best Sellers Rank: #1,204 in Books (See Top 100 in Books) #22 in [Books > Education & Teaching > Schools & Teaching > Instruction Methods](#) #32 in [Books > Textbooks > Education](#) #36 in [Books > Textbooks > Business & Finance](#)

## Customer Reviews

Get Ahead with Pride/Hughes/Kapoor's Foundations of Business [View larger](#) [View larger](#) [View larger](#) [View larger](#) Cases and Box Features Emphasize What You Are Learning. Intriguing Inside Business Cases at the beginning of each chapter highlight how successful companies conduct business on a day-to-day basis. New box features demonstrate how employees and entrepreneurs can be ethical and successful in business. Online Learning in MindTap Highlights Decision-Making. MindTap's personalized teaching experience has expanded assignments to include meaningful decision-making exercises that prepare you to apply content in every chapter to real-world situations. You learn to analyze and improve your critical thinking. Adaptive Test Prep (ATP) - Practice Quizzes Within MindTap.

You fully customize quizzes to your learning needs as you choose which chapter material and how many questions to include in the quizzes as you study for your exams. Building Skills for Career Success. This feature focuses on skills you learn and use right now in three important areas: Social Media, Building Team Skills, and Researching Different Careers.

Everything in One Place with MindTap [View larger](#) [View larger](#) [View larger](#)  
[View larger](#) Tap into engagement. MindTap empowers you to produce your best work consistently. MindTap shows where you stand at all times both individually and compared to the highest performers in class. Source: Cengage learning live student intercepts of 700 students at 33 colleges. MindTap is designed to help you master the material. Interactive videos, animations, and activities create a learning path designed by your instructor to guide you through the course and focus on what's important. MindTap is Mobile. The new MindTap Mobile App provides the mobility and flexibility for you to make any time study time. Source: eLearning infographics 2015. MindTap helps you stay organized and efficient. MindTap gives you the study tools to master the material. Source: Mobile cengage learning survey.

Be Unstoppable with MindTap! [View larger](#) [View larger](#) [View larger](#)  
[View larger](#) Make it count. The more time spent in MindTap, the better the results. Using MindTap throughout your course matters. Students using apps perform better on assignments.

William Pride (Ph.D., Louisiana State University) is a professor of marketing in the Mays Business School, Texas A&M University. In addition to this text, he is co-author of a market-leading principles of marketing book. Dr. Pride's research interests include advertising, promotion, and distribution channels. His research articles have appeared in major professional journals, such as the Journal of Marketing, the Journal of Marketing Research, the Journal of the Academy of Marketing Science, and the Journal of Advertising. Dr. Pride is a member of the American Marketing Association, Academy of Marketing Science, Society for Marketing Advances, and the Marketing Management Association. He has received the Marketing Fellow Award from the Society of Marketing Advances and the Marketing Innovation Award from the Marketing Management Association. Both of these are lifetime achievement awards. Robert J. Hughes (Ed.D., University of North Texas) specializes in business administration and college instruction. He has taught Introduction to Business for more

than 35 years both on campus and online for Richland College, one of seven campuses that are part of the Dallas County Community College District. In addition to BUSINESS and FOUNDATIONS OF BUSINESS, published by Cengage Learning, he has authored college textbooks in personal finance and business mathematics and served as a content consultant for two popular national television series, "It's Strictly Business" and "Dollars & Sense: Personal Finance for the 21st Century." He is also the co-author of an online Introduction to Business course for Dallas County Community Colleges that accompanies the FOUNDATIONS OF BUSINESS text. In addition, he is lead author for a business math project utilizing artificial intelligence and computer-assisted instruction funded by the ALEKS Corporation. He is active in many academic and professional organizations and has served as a consultant and investment adviser to individuals, businesses, and charitable organizations. Dr. Hughes is the recipient of three different Excellence in Teaching Awards at Richland College. According to Dr. Hughes, after 35 years of teaching Introduction to Business, the course is still exciting: "There's nothing quite like the thrill of seeing students succeed, especially in a course like Introduction to Business, which provides the foundation for not only academic courses, but also life in the real world." Jack R. Kapoor (Ed.D., Northern Illinois University) has been a professor of business and economics in the Business and Technology Division at the College of DuPage, where he has taught Introduction to Business, Marketing, Management, Economics, and Personal Finance for more than 40 years. Dr. Kapoor is a recipient of the Business and Services Division's Outstanding Professor Award. He previously taught at Illinois Institute of Technology's Stuart School of Management, San Francisco State University's School of World Business, and other colleges. He has also served as an Assistant National Bank Examiner for the U.S. Treasury Department and as an international trade consultant to Bolting Manufacturing Co., Ltd., Mumbai, India. Dr. Kapoor is known internationally as a co-author of several leading textbooks, including FOUNDATIONS OF BUSINESS, 6e. He has served as a content consultant for two popular national television series "The Business File: An Introduction to Business" and "Dollars & Sense: Personal Finance for the 21st Century

The book was great. Very informative. However, I rented it and sent it back by due date. So I would not get charged the extra amount for a late fee. I sent it back UPS as directed and I did a tracer on it. You got it the very next day. I got a e-mail 5 days later you got it then that would make me owe you more money. If I find your company tries to scam me on this I am willing to take it to court. That is fraud!

This is a great book that nobody wants to buy, but you have to for school. The reason i am leaving a 5 star review, is because it gives advice to "Satisfy your needs" and has a picture of a starbucks frappachino bellow it... Talk about motivation!!

Excellent learning. Would definitely suggest this publisher for needed material. I had a only a couple days to get this book for class. This was shipped out there was no delays. Thank you

Book was in near perfect conditions. A little pencil and pen writing on one or two words on a couple pages of the book. Beyond that, isn't bent, doesn't smell funky, it's a great book.

Book was delivered in excellent condition.

great textbook!

I didn't need it and had no way of returning it!

Came with a box cutter slit on the cover.

[Download to continue reading...](#)

Foundations of Business (Standalone Book) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Business Turnaround Blueprint: Take Back Control of Your Business and Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working Business Owner) Business Analytics: Data Analysis & Decision Making - Standalone book M: Business Communication - Standalone book International Business - Standalone book (Irwin Management) Business: A Changing World - Standalone Book Nutritional Foundations and Clinical Applications: A Nursing Approach, 5e (Foundations and Clinical Applications of Nutrition) Foundations of GMAT Math, 5th Edition (Manhattan GMAT Preparation Guide: Foundations of Math) ITIL® Foundations: A Time-Compressed Resource To Passing The ITIL® Foundations Exam On Your 1st Attempt! (Cram to Pass) Study Guide for Foundations of Maternal-Newborn and Women's Health Nursing, 6e (Murray, Study Guide for Foundations of Maternal-Newborn & Women's Health Nursing) Foundations in Nursing Research (6th Edition) (Nieswiadomy, Foundations of Nursing Research)

Foundations of American Education: Becoming Effective Teachers in Challenging Times, Enhanced Pearson eText with Loose-Leaf Version-- Access Card ... New in Foundations / Intro to Teaching)  
Foundations of American Education, Enhanced Pearson eText with Loose-Leaf Version -- Access Card Package (8th Edition) (What's New in Foundations / Intro to Teaching) Business Plan  
Template: Complete Fill in the Blanks Sample Business Plan Proposal (With MS Word Version, Excel Spreadsheets, and 7 Free Gifts) (Starting A Business Book 2) Business Plan Writing Guide: How To Write Successful & Sustainable Business Plans (Business Plan Writing Guides Book 1)  
Start Here: The World's Best Business Growth & Consulting Book: Business Growth Strategies from the World's Best Business Coach Taiwan Business: The Portable Encyclopedia for Doing Business with Taiwan (Country Business Guides) Photography Business: "Making Money in the Music Business as a Photographer" and "How to Make Money and Grow Your Business with Portrait Parties"

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)