



How Business Works: Making Profits, Taking Risks, and Creating Value in a Global Economy (Second Edition)

By Robert S. Kemp

Cognella. Paperback. Book Condition: New. Paperback. 478 pages. Dimensions: 11.0in. x 8.5in. x 1.0in.Bright, eager business students deserve a rigorous, exciting introduction to the fundamentals of business. How Business Works: Making Profits, Taking Risks and Creating Value in a Global Economy is a dynamic Introduction to Business textbook that offers a holistic, comprehensive, real-world approach, using practice and theory. The global business challenges facing todays students are more complex than ever before. How Business Works presents a fresh, timely perspective on the way business is taught by organizing concepts around a unifying framework of value. This book prepares students to meet these challenges head-on and become successful learners and leaders. This is a serious textbook for serious business students. It addresses the quantitative and technical topics often glossed over in competing books, such as risk versus return, foreign exchange, and the time value of money. Adopting professors will have access to a robust set of teaching and learning resources that will enable faculty and students to examine each business concept in greater depth. These resources include: - An on-line test bank that includes over 1, 900 questions, organized by chapter. Each question has a stated level of difficulty, a related...



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