

Business. by William Pride



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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 the author of the tenth edition of this best-selling introductory text featuring an up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, information systems, and finance and investment. BUSINESS, 11E is a best-selling introductory text featuring an up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, information systems, and finance and investment. Business. Front Cover. William M. Pride, Robert James Hughes, Jack R. Kapoor. Houghton Mifflin Company, 2002 - Business & Economics - 748 pages. Business. by William Pride [William M. Pride] on . *FREE* shipping on qualifying offers. Written by authors who have an extensive track record teaching the Introduction to Business course, the twelfth edition of this best-selling text features an up-to-date, comprehensive survey of the functional areas of business: management and organization, human resource management, marketing, information systems and accounting, and finance and investment. Core topics highlighted within these areas include ethics and social responsibility, small business concerns and entrepreneurship, and global issues. New coverage in this edition closely examines cutting-edge topics like the impact of social media on business, the economic crisis, green and socially responsible business, and sustainability. In addition to updating and revitalizing the content, the entire supplemental package has been revised so it is the most accessible and instructor and student friendly in the market. Business [William M. Pride, Robert J. Hughes, Jack R. Kapoor] on . *FREE* shipping on qualifying offers. This best-selling introductory survey text features an up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, information systems, and finance and investment. The tenth edition of this best-selling introductory text features an up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, information systems, and finance and investment. 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 the author of the tenth edition of this best-selling introductory text featuring an up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, information systems, and finance and investment. Introduction to Business [William M. Pride, Robert J. Hughes, Jack R. Kapoor] on . *FREE* shipping on qualifying offers. Book by William M. Pride, 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 the author of the tenth edition of this best-selling introductory text featuring an up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, information systems, and finance and investment. Foundations of Business has 54 ratings and 4 reviews. Cindy said: This was the textbook for my Introduction to Business class. The book covers a LOT of information. William M. Pride has 150 books on Goodreads with 605 ratings. William M. Prides most popular book is Business. Foundations of Business [William M. Pride, Robert J. Hughes, Jack R. Kapoor] on . *FREE* shipping on qualifying offers. Foundations of Business Business. Front Cover. William M. Pride, Robert James Hughes, Jack R. Kapoor. Houghton Mifflin Company, 2002 - Business & Economics - 748 pages. 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 the author of the tenth edition of this best-selling introductory text featuring an up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, information systems, and finance and investment. William Pride (Ph.D., Louisiana State University) is a professor of

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