

The book was found

M: Business



Synopsis

We hear over and over again that the modern learner has a completely new and different set of needs from a learning package. These new "digital natives"™ have developed cognitive thinking patterns that are different from those of earlier generations of students. It's important that educators recognize these differences in students, and that they also account for students with differing learning styles. Students today rely on technology as an important tool in their educational and personal lives. M: BUSINESS accounts for these differences in students today and appeals more effectively to digital natives. An emphasis is placed on the visual and technology component of the product offering (Connect®), while the text remains a (important) supporting tool for their learning in the course. Students today are used to active learning experiences, which is what M: Business provides. The book in combination with the personal study partner (LearnSmart), and the Interactive Applications in Connect Business provide students with a rich, interactive experience that enhances the text content, and keeps them actively engaged in the course content. Students today are also used to feedback and "payoff"™ - Connect Business provides these interactive rewards for learning the course content.

Book Information

Paperback: 416 pages

Publisher: McGraw-Hill/Irwin; 3 edition (January 19, 2012)

Language: English

ISBN-10: 0073524581

ISBN-13: 978-0073524580

Product Dimensions: 9 x 0.6 x 10.8 inches

Shipping Weight: 2 pounds

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (28 customer reviews)

Best Sellers Rank: #220,266 in Books (See Top 100 in Books) #22 in Books > Business & Money > Economics > Interest #4771 in Books > Textbooks > Business & Finance #56109 in Books > Reference

Customer Reviews

Last year I purchased M: Business by O.C. Ferrell for the Introduction to Business course I enrolled in. I really enjoyed this text and felt it complimented the course very well. The texts layout was very easy to read and follow. Important vocabulary was highlighted throughout the text and also defined in the margins of each page. I found this especially helpful when working on homework and

studying for exams. This text also provides the reader with up to date examples of different aspects of the text, allowing this generation to easily relate to each of the different examples given. I did find it strange that this text does not provide the reader with a glossary of important vocabulary at the back of the book for quick referencing of definitions. Most other business texts "really most other textbooks in general" provide the reader with a glossary of definitions at the back of the book. Ferrell does provide an index of topics, in alphabetical order, with the corresponding page numbers in which the reader can find more information about each topic on. This approach provides the reader with all of the information available in the text on a topic or term, but when looking solely for the definition, this is a roundabout way of providing the information to the reader in my opinion. One aspect of the text I found to be particularly helpful was the active review cards located in the back of the textbook. My professor recommended we do these cards as we worked our way through the course, but did not require us to turn them in. I decided to use them to review and study for upcoming tests. They are perforated, so you can remove them and set them next to you as you work through the text to find the answers, which are provided on the back of the card for you to check yourself.

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

Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Reengineering Business for Success in the Internet Age : Business-to-Business E-commerce Strategies How to Start a Catering Business: The Catering Business Plan ~ An Essential Guide for Starting a Catering Business Business Valuation for Business Owners: Master a Valuation Report, Find the Perfect Business Appraiser and Save Your Company from the Looming Disasters That You Don't Yet Know About PHOTOGRAPHY: Photography Business - 20 Crucial Tips to Kickstart a Successful Photography Business (Photography, Photoshop, Photography Books, Photography ... Photography Business, Digital Photography) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Business plan template and example: how to write a business plan: Business planning made simple How to Start an Online Business: A Step by Step to Make Money from Your Computer Even If You're Starting from Scratch! (How to start an Online

Business, ... Startup, Online Business for Beginners) Etsy: Etsy Business For Beginners! Master Etsy and Build a Profitable Business in NO TIME! (Etsy, Etsy for Beginners, Etsy Business, Etsy Secrets, Etsy Books, Etsy Series) From Zero to Business: How to Start a Business and Raise Millions from Business Plan to Startup Funding eBay: The Ultimate Step-By-Step Beginners Guide to Sell on eBay and Build a Successful Business Empire From Scratch (eBay, eBay Selling, eBay Business, Dropshipping, eBay Buying, Online Business) Quickbooks: A Simple QuickBooks Guide to Best Optimize Bookkeeping for Your Small Business (2nd Edition) (Quickbooks, Bookkeeping, Quickbooks Online, Quickbooks ... Business Taxes, Small Business Accounting) How to Make Your Small Business Look Larger Even on a Budget: Enhance Your Business Image Without Breaking the Bank (Business Basics for Beginners) Print's Best Letterheads and Business Cards 2 (Print's Best Letterheads & Business Cards, 1992) The Crafts Business Answer Book: Starting, Managing, and Marketing a Homebased Arts, Crafts, or Design Business Take Care of Your Music Business, Taking the Legal and Business Aspects You Need to Know to 3.0 Start a Successful Photography Business in 34 Days: Actionable steps to plan a portrait or wedding photography business, develop a brand, launch a website, write a marketing plan & more. 99 Essential Business Idioms and Phrasal Verbs: Succeed in an English-Speaking Business Environment

[Dmca](#)