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## 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 (ConnectÂ®), 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

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## 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 text's 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 textsâ ”really most other textbooks in generalâ ”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.

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