

# BUSN: INTRODUCTION TO BUSINESS BY MARCELLA KELLY, CHUCK WILLIAMS



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## **Review**

"I am amazed at the pricing of this textbook...Adequate coverage of the material at about half the price of a traditional textbook!" - J.D. Penley, Instructor with Catawba Valley CC

"I slowly took the book and opened it to skim through it. Well, I ended up reading most of every chapter! I can't believe that a textbook held my interest and curiosity like this one did! The material is so pertinent and up to date! I loved the subjects...I love this book and can't wait to use it!" - Linda Merrill, student at River Valley CC

"It reminds me of reading an article in Fortune magazine. I also like that it has incredibly recent examples and topics - it's more cutting edge than other books."- R.Condos, Instructor with American River College

## **About the Author**

Marcella Kelly teaches the Introduction to Business course at Santa Monica College. In addition to her well-recognized expertise in the areas of marketing and management, Ms. Kelly has extensive industry experience in today's business environment. Ms. Kelly earned her master's degree from UCLA and balances her firsthand business experience with strong teaching credentials built through years of experience in the classroom.

Chuck Williams is Dean of the College of Business at Butler University. Dr. Williams previously served as Dean of the Eberhardt School of Business at the University of the Pacific and as Associate Professor of Management at the M.J. Neeley School of Business at Texas Christian University. Dr. Williams has also served as Associate Dean and Chair of Management and has taught at Michigan State University and Oklahoma State University. Dr. Williams received his B.A. in psychology from Valparaiso University. He specialized in organizational behavior, human resources, and strategic management while earning his M.B.A and Ph.D. in business administration from Michigan State University. His research interests include employee recruitment and turnover, performance appraisal, and employee training and goal setting. Dr. Williams has published research in the JOURNAL OF APPLIED PSYCHOLOGY, the ACADEMY OF MANAGEMENT, HUMAN RESOURCE MANAGEMENT REVIEW, PERSONNEL PSYCHOLOGY, and

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Created through a "student-tested, faculty-approved" review process with over 2,000 students and faculty, BUSN is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners. Readers discover the energy and excitement found in business today within the engaging and accessible presentation found in BUSN. Designed specifically for today's learner, BUSN's streamlined, riveting design presents the entire core Introduction to Business topics in 17 succinct chapters, including a unique chapter on business communication. BUSN directly connects readers with what's happening in business today and how it will affect them. The book focuses on business principles most important to the learner's success with less reading, more visuals, and manageable chunks of information. Memorable examples relate business topics to everyday life and career success, and tightly integrated resources, such as Enhanced CourseMate, an interactive teaching and learning solution, and the latest news feeds help sharpen business, study, and communication skills.

- Sales Rank: #23926 in Books
- Published on: 2014-01-28
- Original language: English
- Number of items: 1
- Dimensions: .70" h x 8.40" w x 10.70" l, .0 pounds
- Binding: Paperback
- 352 pages

## **Features**

- INSTR-UCTOR EDITION

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Most helpful customer reviews

7 of 7 people found the following review helpful.

Great Business Book!

By Student 4ever

As a student who regularly fell asleep over most textbooks, I was really surprised to be able to read through this book feeling like I was reading a magazine. It was actually kind of fun. It's very well-organized, but I was able to skip around to the topics I most needed to know about in any order without feeling like I'd "missed" something. BUSN provides a very complete introduction to many business topics, and the examples and scenarios are very timely and relevant, very "now." The graphics, colors, and layouts are super too. I didn't feel like I was reading something meant for my parents. I wish more textbooks and business books were available in this format; check it out!

5 of 5 people found the following review helpful.

BUSN is worth reviewing!

By K. Gilroy

Another intro to business textbook? Yes, but this one is different. The examples are up-to-date, the writing is crisp and catchy, the pages are visually interesting and the overall effect is entertaining! Best of all, it's concise. What I particularly like is that the shorter "magazine feel" of the book allows the entire text to be covered in one semester. Take a look! You'll be pleasantly surprised. A refreshing change to the standard 400 page+ book.

4 of 4 people found the following review helpful.

This is a great textbook

By Student

Easy to follow, interesting to read. BUSN is one of the best textbooks I have had in university. This is broad in its scope, but addresses important business topics and terminology in sufficient detail that allowed me to confidently go on in my business studies. It didn't seem like a textbook, but more like an informal meeting with my professor during office hours. I especially liked the graphics and capsules in each chapter; these demonstrated the business concepts in real life examples, and made them visually interesting.

I wish my other textbooks had been more like this one!

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