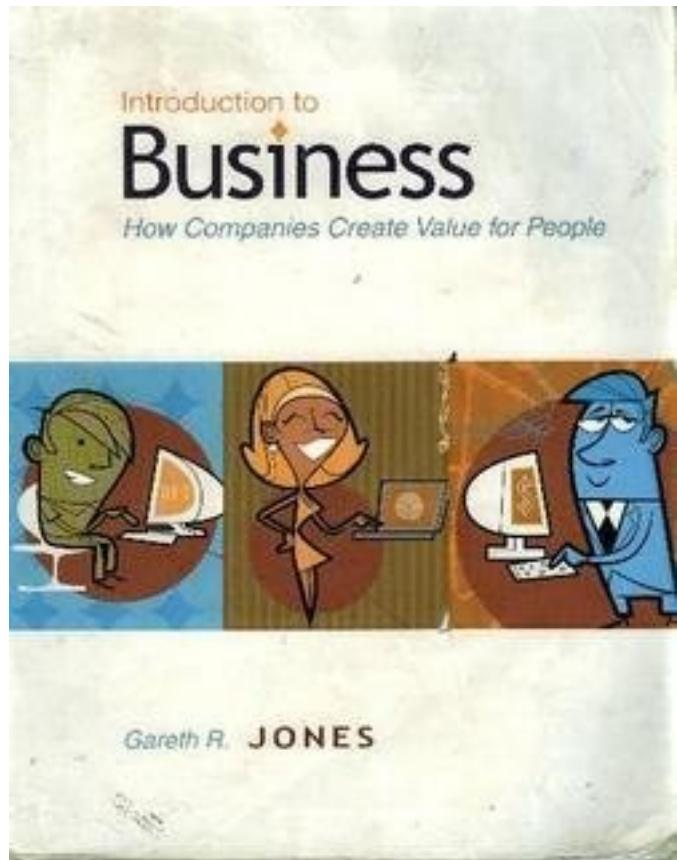


# Introduction to Business



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## Product Description

In every job, in every career, we use important business concepts. Whether your students become professional athletes, managers, CEOs, or journalists, they will need good decision-making skills. Skills that will help them work with others in a

professional manner, manage and organize their work, and manage other employees. Madura's INTRODUCTION TO BUSINESS 4e introduces students to these concepts and shows how they enhance good business decision-making. Through lively examples, Madura emphasizes key core skill areas including, Decision-Making and Planning, Teamwork, Technology, and Communication. It's up to you to help your students learn how to make the best decisions possible when they enter the business world.

## 作者介绍:

Jeff Madura is the SunTrust Bank Professor of Finance at Florida Atlantic University. He received his Ph.D. from Florida State University and has written several highly regarded textbooks, including INTERNATIONAL FINANCIAL MANAGEMENT. His research on international finance has been published in numerous journals, including the JOURNAL OF FINANCIAL AND QUANTITATIVE ANALYSIS; JOURNAL OF MONEY, CREDIT AND BANKING; FINANCIAL MANAGEMENT; JOURNAL OF FINANCIAL RESEARCH; and FINANCIAL REVIEW. He has received multiple awards for excellence in teaching and research and has served as a consultant for international banks, securities firms, and other multinational corporations. He has also served as director for the Southern Finance Association and Eastern Finance Association and as president for the Southern Finance Association.

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