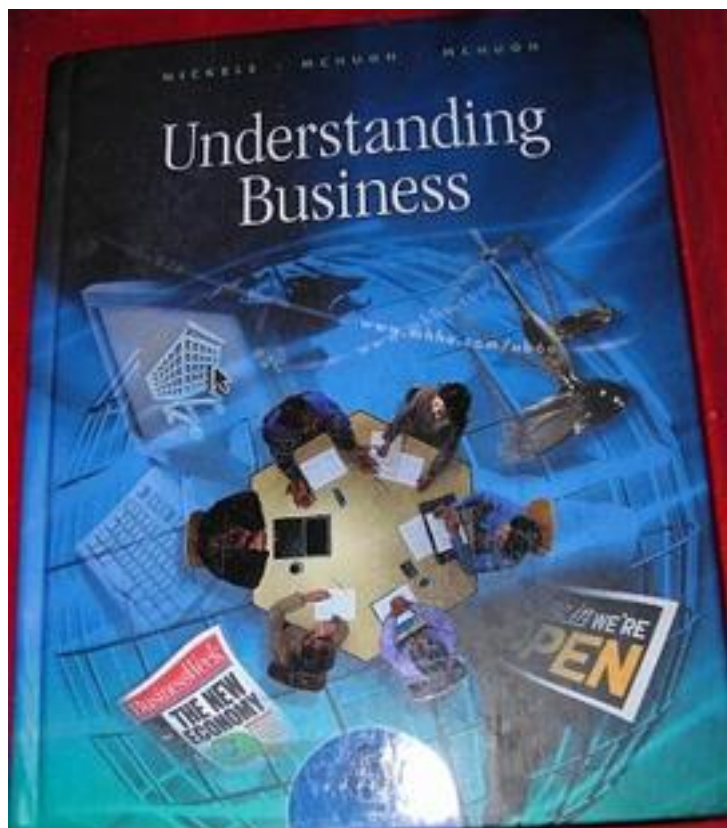


# Understanding Business



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"Understanding Business" by Nickels, McHugh, and McHugh has been the number one textbook in the introduction to business market for several editions for three reasons: the commitment and dedication of an author team that teaches this course and believes in the importance and power of this learning experience, we listen to our customers, and the quality of our supplements package. We consistently look to the experts - full-time faculty members, adjunct instructors, and of course students - to

drive the decisions we make about the text itself and the ancillary package. Through a series of focus groups, symposia, as well as full-book, single-chapter, revised manuscript reviews of both text and key ancillaries, we have heard the stories of more than 500 professors and their insights and experiences are evident on every page of the revision and in every supplement. As teachers of the course and users of their own materials, the author team is dedicated to the principles of excellence in business education. From providing the richest most current topical coverage to using dynamic pedagogy that puts students in touch with today's real business issues, to creating groundbreaking and market-defining ancillary items for professors and students alike, "Understanding Business" leads the way.

## 作者介绍:

Bill Nickels teaches Marketing in a large lecture environment at the University of Maryland. Bill has won the Outstanding Teacher on Campus Award for 3 years including 1997. Bill received his M.B.A. from Case Western Reserve and his Ph.D. from the Ohio State University.

Jim McHugh is an associate professor of business at St. Louis Community College. Jim teaches several sections of introduction to business, and has been for 18 years. Jim holds an M.B.A. and has broad experience in both education and business. He has conducted numerous seminars in business and maintains several consulting positions with small and large business in the St. Louis area.

Susan McHugh holds an M.Ed. and has completed Ph.D. coursework in education administration, concentrating on adult learning theory. As a professional, Susan consults in both training and curriculum development. Not only is Susan a co-author on UB5/e., she also developed the integrated teaching and learning system.

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