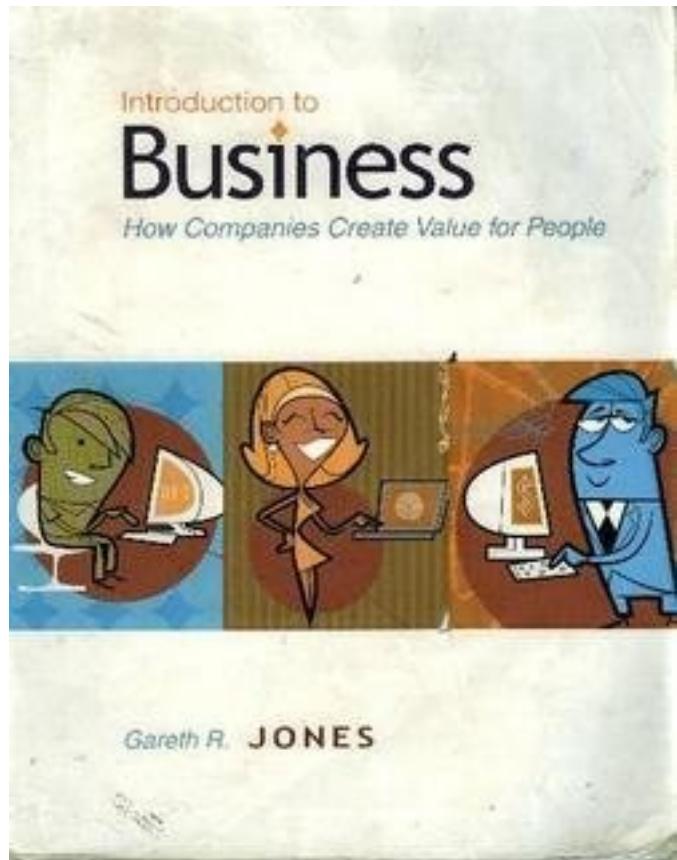


Introduction to Business



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The Collins College Outline for Introduction to Business provides students with a detailed overview of the basic business studies curriculum. This guide covers business foundations, the global economy, company structure and formation, personnel and production management, labor-management relations, marketing concepts and logistics, statistical analysis, financial strategies, careers in business, and much more.

Completely revised and updated by Dr. H. James Williams, Introduction to Business includes practical "test yourself" sections with answers and complete explanations at the end of each chapter. Also included are bibliographies for further reading, as well as charts, graphs, and illustrations. The Collins College Outlines are a completely revised, in-depth series of study guides for all areas of study, including the Humanities, Social Sciences, Mathematics, Science, Language, History, and Business. Featuring the most up-to-date information, each book is written by a seasoned professor in the field and focuses on a simplified and general overview of the subject for college students and, where appropriate, Advanced Placement students. Each Collins College Outline is fully integrated with the major curriculum for its subject and is a perfect supplement for any standard textbook.

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