

BUSN



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Readers discover the energy and excitement found in business today within the engaging, and accessible presentation found in BUSN 3E. Designed specifically for today's learner, BUSN's streamlined, riveting design presents all of the core Introduction to Business topics in only 17 succinct chapters, including a unique chapter on Business Communications. BUSN 3E 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 every day life and career success, while tightly integrated resources, such as an interactive website and the latest news feeds, help sharpen business, study, and communication skills.

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