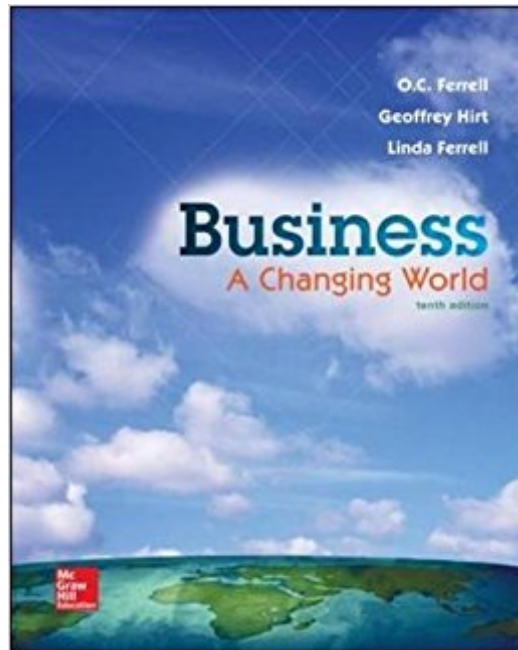


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Business: A Changing World - Standalone Book



Synopsis

NOTE: This book will not include standalone book. Business: A Changing World carefully blends the right mix of coverage and applications to give students a firm grounding in business principles. Where other products have you sprinting through the semester to cover everything, Business: A Changing World allows breathing space to explore topics and incorporate additional activities to complement your teaching. Built from the ground up, Business: A Changing World is for faculty and students who value a briefer, flexible, integrated, and affordable resource that is exciting, applicable, and happening! What sets this learning program apart from the competition? An unrivaled mixture of exciting content and resources blended with application focused text and activities, and fresh topics and examples that show students what is happening in the world of business today!

Book Information

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Customer Reviews

O.C. Ferrell is Professor of Marketing at Colorado State University. He also has held faculty positions at the University of Memphis, University of Tampa, Texas A&M University, Illinois State University, and Southern Illinois University, as well as visiting positions at Queen's University (Ontario, Canada), University of Michigan (Ann Arbor), University of Wisconsin (Madison), and University of Hannover (Germany). He has served as a faculty member for the Masters Degree Program in Marketing at Thammasat University (Bangkok, Thailand). Dr. Ferrell received his BA and MBA from Florida State University and his PhD from Louisiana State University. His teaching and research interests include business ethics, corporate citizenship, and marketing. Dr. Ferrell is widely recognized as a leading teacher and scholar in business. His articles have appeared in the Journal

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Dr. Linda Ferrell is a Distinguished Professor of Leadership and Business Ethics in The Jack C. Massey College of Business at Belmont University. Before joining the College of Business, she was a Professor of Marketing and Creative Enterprise Scholar with the University of New Mexico's Anderson School of Management. She co-manages a second \$1.25 million grant for business ethics education through the Daniels Fund Ethics Initiative at the University of New Mexico with her husband, Dr. O.C. Ferrell. Dr. Ferrell earned a Ph.D. in Management from the University of Memphis. She holds an M.B.A. and a B.S. in Fashion Merchandising from Illinois State University. Her research interests include marketing ethics, ethics training and effectiveness, the legalization of business ethics as well as corporate social responsibility and sustainability. She has published in Journal of the Academy of Marketing Science, AMS Review, Journal of Business Ethics, Journal of Public Policy & Marketing, Journal of Business Research, as well as others. She has co-authored numerous books including Business Ethics: Ethical Decision Making and Cases, Business and Society, Management, and Introduction to Business. Professionally, Dr. Ferrell served as an account executive in advertising with McDonalds' and Pizza Hut's advertising agencies. Dr. Ferrell is on the Board of Directors of Mannatech, Dallas, a NASDAQ listed, health and wellness company. She serves on the Board of the National Association of State Boards of Accountancy-Center for the Public Trust. She serves on the executive committee, board, and academic advisory board of the Direct Selling Education Foundation. She is on the Cutco/Vector college advisory board. She has significant experience working with the direct selling industry. She serves on the advisory board of Savant Learning. She is also President of the Academy of Marketing Science. Dr. Ferrell also serves as an expert witness in ethics and legal disputes.

Geoffrey A. Hirt is currently Professor of Finance at DePaul University and Director of Equity Research at Mesirow Financial. He received his PhD in Finance from the University of Illinois at Champaign-Urbana, his MBA from Miami University of Ohio and his BA from

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