

Contemporary Business

**Louis E. Boone
David L. Kurtz**



Contemporary Business

*To Jere L. Calmes and Paula Solinger
who shared our dreams of this book and possessed the
insight, patience, and perseverance to turn these
dreams into reality*

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Preface

Contemporary Business is a student's textbook. It is designed to enlighten, and enchant, the reader as he or she is introduced to the fascinating world of business. The book is both comprehensive and contemporary; it focuses on introducing the student to the many exciting aspects of modern business. Its reading level matches that of the student. Often students complain that most business textbooks are too long, boring, vague, and unrelated to contemporary events. *Contemporary Business* corrects these deficiencies.

Contemporary Business is probably the most ambitious project ever attempted by a publisher of business textbooks. The objective of both the authors and the publisher has been to develop the most comprehensive teaching/learning package ever assembled for a business course. While the textbook is undoubtedly the most critical ingredient in the package, it is only one part. It is supplemented by a thorough *Student Involvement Guide* prepared by Professors Steven L. Shapiro of Queensborough Community College, Roderick D. Powers of Iowa State University, and Joseph T. Straub of Valencia Community College. Additional viewpoints on the business scene are offered in *Readings in Contemporary Business* edited by Professors David E. Grainger of Oakland Community College, Marie R. Hodge of Bowling Green State University, and Raymond Tewell of American River College. The instructor may also choose a film from our film catalogue, use the cassette tapes that are available, or intro-

duce specific business and economic issues in the student's area of the country through the special demographic materials.

Over one hundred people were involved in some way in the development of the *Contemporary Business* package. All are skilled teachers and acknowledged professionals in some aspect of business administration. The authors will be forever indebted to the persons listed on the following pages. We would specifically like to thank Albert Belskus of Eastern Michigan University, Clifford Butt of Suffolk County Community College, Mel Choate of North Seattle Community College, W. R. Christensen of Community College of Denver, Craig Christopherson of Richland College, Frederick L. Davis of Long Beach City College, Lawrence J. Gitman of the University of Tulsa, Bill C. Gunter of A. G. Edwards, Robert W. Hall of Indiana University/Purdue University at Indianapolis, R. Barry Hoover of Brevard Community College, Hans V. Johnson of the University of Texas at San Antonio, Ray L. Jones of East Carolina University, Jagdish R. Kapoor of College of DuPage, George Katz of San Antonio College, Paul N. Keaton of the University of Tennessee at Chattanooga, Lawrence A. Klatt of Florida Atlantic University, Lawrence W. Konopka of Van Winkle & Van Winkle, Xymena Kulsrud and Anne Morrow of the University of Tulsa, R. S. Raymond of Ohio University, Robert Ristau of Eastern Michigan University, Barry Shane of Oregon State University, Daniel J. Sullivan of College of San Mateo, James P. Vomhof of Johnson County Community College, and Gene C. Wunder of Northeast Missouri State University, who prepared some of the original material used in *Contemporary Business*.

Enjoy your first business course. We think it will be one of the most valuable classes you will ever take. Our mission will have been fulfilled if *Contemporary Business* opens some avenues of understanding in our dynamic business environment.

Tulsa, Oklahoma
Ypsilanti, Michigan
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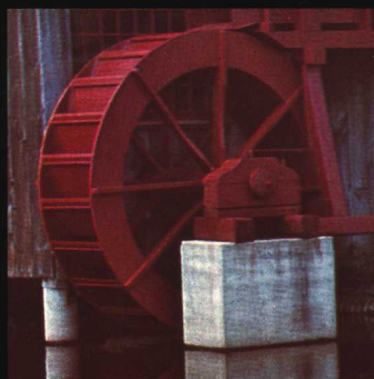
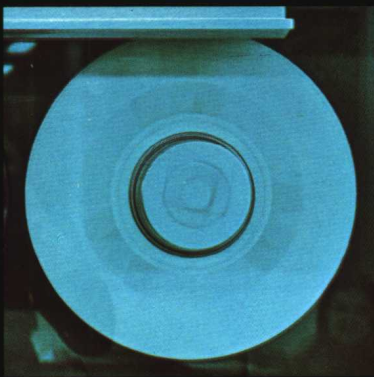
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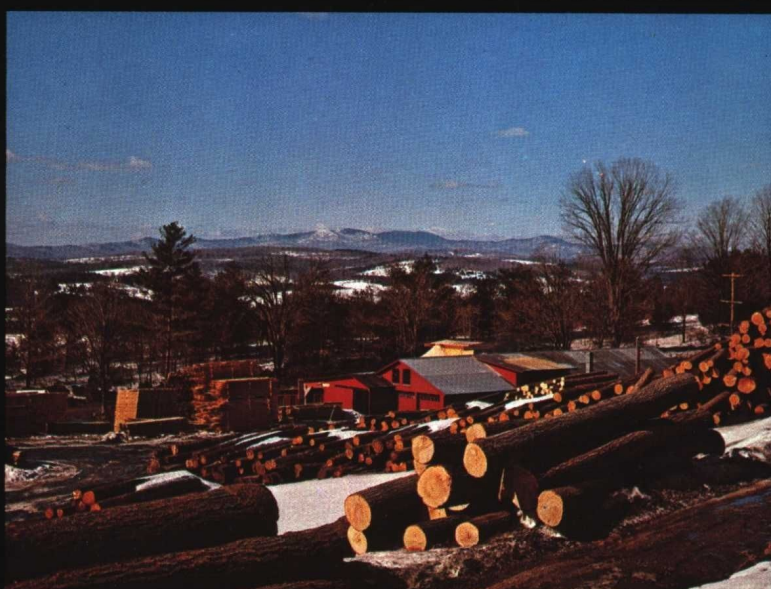
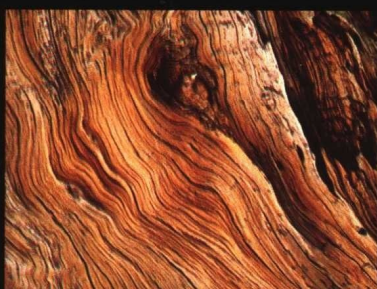
HARMONY OR CONFLICT?

In recent years there has been much discussion concerning American Business and the American ecology. Can business and ecological interests co-exist without being detrimental to each other? We feel each can interact and gain. The following color essay illustrates this thought.



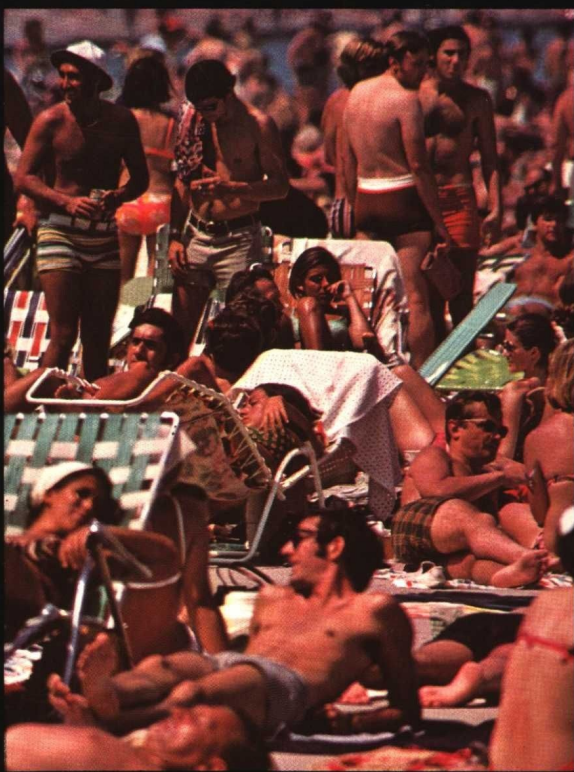














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