

5TH EDITION

PICKLE/ABRAHAMSON

INTRODUCTION

TO BUSINESS

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5TH EDITION

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Preface

Our main objective in writing this text has been to provide the reader with the basic knowledge necessary for understanding the major aspects of the American business system and their interrelationships. A second objective has been to provide this information in as *informative* and *concise* and *interesting* a way as possible.

The Fifth Edition of *Introduction to Business* represents a very major revision. Each of the 23 chapters has been thoroughly revised and updated. Approximately 40 percent of the special interest features, cases, and business profiles are new. Notable new features are the learning goals and the summaries for each chapter. In every instance, the most recent statistical data have been included. The glossary has been revised to include definitions of all key terms used in the text. The career information contained in the appendix has also been brought up to date.

In keeping with users' suggestions, some parts of the text have been reorganized. The Fifth Edition is structured as follows:

Section One:	The Foundations and Responsibilities of Business
Section Two:	Management of the Business Firm
Section Three:	Human Factors in Management
Section Four:	The Marketing Environment
Section Five:	Financing the Business Firm
Section Six:	Quantitative Aids of Business
Section Seven:	International, Legal, and Government Environment

SUPPLEMENTS TO THE FIFTH EDITION

The supplement package for *Introduction to Business* has been updated and made more comprehensive than ever before.

The **Instructor's Manual**, an omnibook of resources, contains:

- expanded lecture notes for each chapter;
- answers to the text discussion questions;

- answers to the Study Guide questions;
- supplementary cases for selected chapters, with questions and answers;
- suggested films and a directory of the films' distributors.

The **Study Guide** contains:

- reviews of the major concepts in each chapter;
- approximately 40 to 50 review questions per chapter, consisting of matching, true-false, and multiple choice;
- supplementary cases;
- readings—approximately 70 percent of the readings are new to this edition.

Test Bank. For the first time, the *Introduction to Business* package includes a Test Bank, consisting of more than 2,000 questions. They are printed on perforated paper so that individual questions may be pulled from the Test Bank and assembled in any order the instructor chooses. Answers are page-referenced. Included are:

- chapter-by-chapter test questions, about 1,600 in all;
- preprinted exams for each part in the book, about 350 questions in all;
- preprinted final exams, about 200 questions in all.

Approximately 25 types of **Sample Business Documents**, provided upon adoption, give the reader “hands-on” experience with a wide variety of common business documents.

Over 200 **Transparency Masters** are available with this edition.

HAL PICKLE
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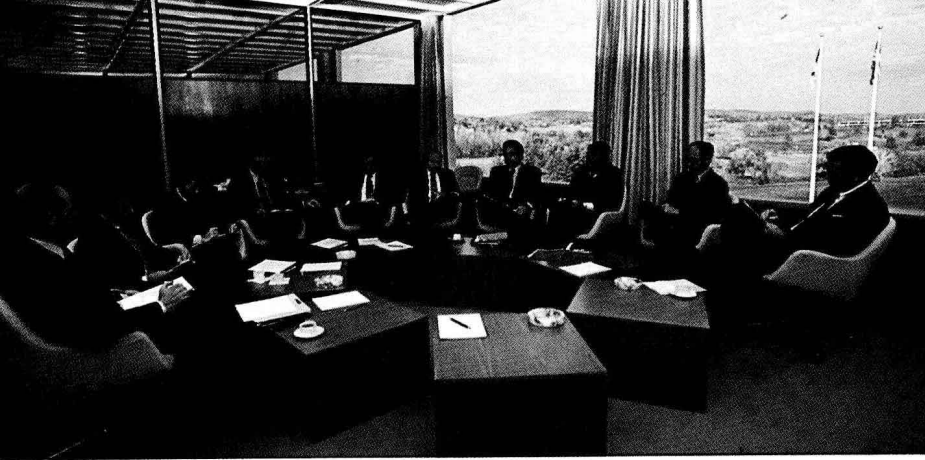
Finally, and most importantly, acknowledgment and thanks should be given to those who have contributed ideas to this project. The following people have given us advice and guidance on the current and/or previous editions:

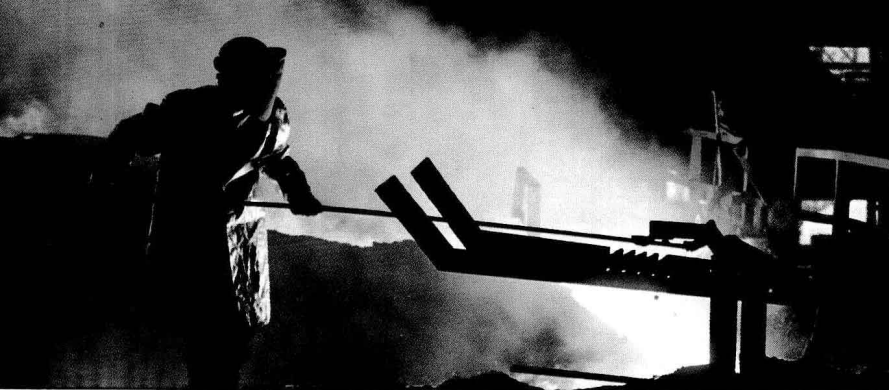
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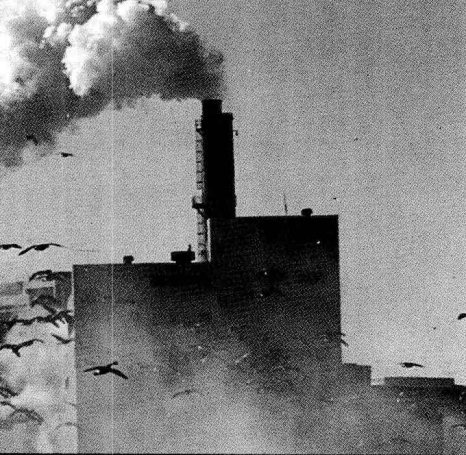
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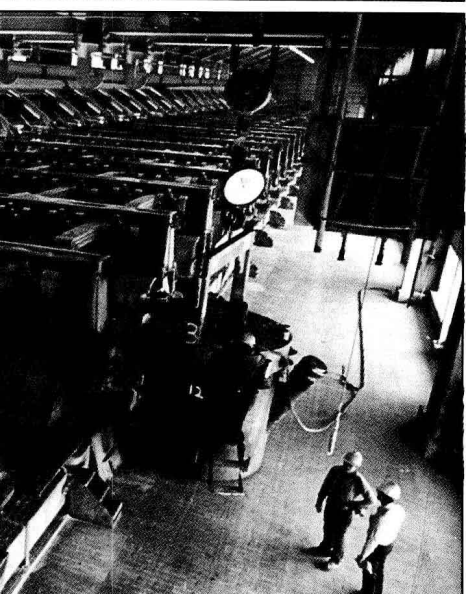
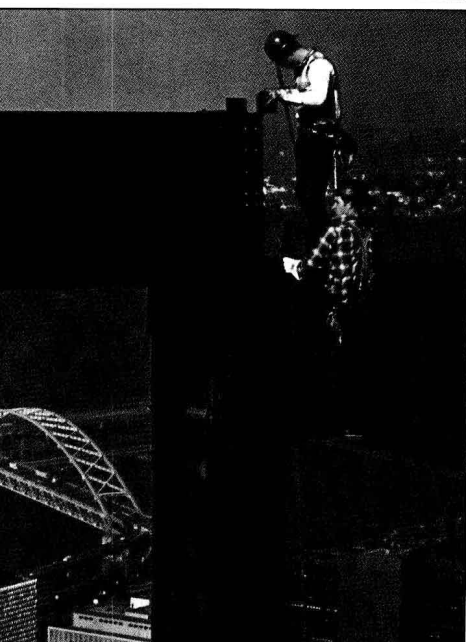
H.P.
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Contents



SECTION ONE

The Foundations and Responsibilities of Business

1 The Economic System 2

The American Economic System	4
Raising the Standard of Living	5
Factors of Production	5
The Purpose of Business	10
Ownership of the Factors of Production	10
Private vs. Government Ownership	12
Individual Freedom	17
Economic Indicators	18
Capitalism, Communism, and Socialism	19
Pure Competition, Monopoly, Monopolistic Competition, and Oligopoly	20
Summary of Key Points	22
Discussion Questions	23
Student Projects	23
CASE A: The Oil Bonanza	23
CASE B: The Economic Debate	24
BUSINESS PROFILE: The Dallas Cowboys Football Club	25



2 Social Responsibility of Business 26

Parties-at-Interest in Business	28
Environmental Responsibility	34
Minority Responsibility	37
Employee Safety	37
Product Safety	38
The Consumer Movement	40
Balance of Responsibility	41
Summary of Key Points	41
Discussion Questions	42
Student Projects	42
CASE A: Hi-Per Racing Engines	43
CASE B: Industrial Waste and What to Do with It	43
BUSINESS PROFILE: The Goodyear Tire & Rubber Company	45

3 Forms of Business Ownership 46

Sole Proprietorship	48
Partnership	51
Joint Venture	54
Corporations	55
Capital-Accumulating Instruments	57
Summary of Key Points	61
Discussion Questions	61
Student Project	62
CASE A: Dave's Stereo Speakers	62
CASE B: Henry Dallas	63
BUSINESS PROFILE: J. C. Penney Company, Inc.	64

SECTION TWO

Management of the Business Firm

4 The Management and Leadership Processes 66

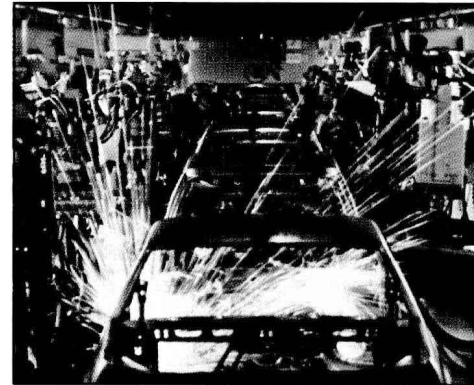
Systems Approach to Management	68
Objectives of the Firm	68
Levels of Management	69
Functions of Management	70

Management by Objectives	75
The Leadership Process	76
Contingency Leadership	85
Summary of Key Points	85
Discussion Questions	86
Student Projects	86
CASE A: New Customs for an Old Factory	86
CASE B: Pam's Dilemma	87
BUSINESS PROFILE: Ralston Purina Company	88



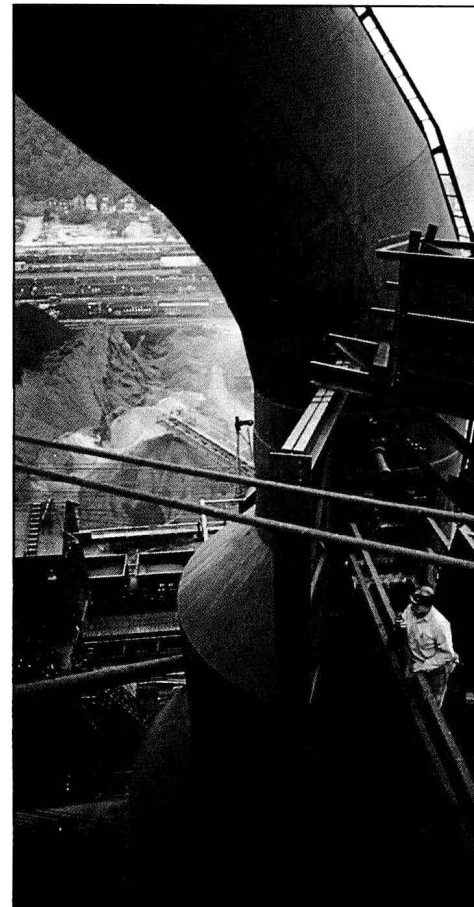
5 Formal and Informal Organizations 90

The Formal Organization	92
Organization Chart	93
Responsibility	94
Authority	94
Accountability	95
Centralization and Decentralization	95
Types of Formal Organization Structure	97
Principles of Organization	102
The Informal Organization	105
Organizational Design for Future Company Needs	107
Summary of Key Points	107
Discussion Questions	108
Student Project	108
CASE A: Oak City Florist Shop	108
CASE B: Morris Electronics	109
BUSINESS PROFILE: The Pillsbury Company	111



6 Production Management 112

Plant Location	114
Production Control	117
Quality Control	121
Purchasing and Inventory Control	122
Production Robots	125
Summary of Key Points	126
Discussion Questions	127
Student Projects	127
CASE A: Casey's HomRun Specials	127
CASE B: Protect-All Railings Company	128
BUSINESS PROFILE: Ford Motor Company	129





7 Small Business Management and Franchising 130

Small Business in Our Economy	132
Characteristics of Small Business Managers	133
Small Business Administration	133
What Is a Small Business?	134
Advantages of Small Business Ownership	135
Disadvantages of Small Business Ownership	137
Problems of Small Business	137
Franchising	139
Legal Issues in Franchising	143
The Future of Franchising	144
Summary of Key Points	145
Discussion Questions	145
Student Projects	146
CASE A: Jim's Career	146
CASE B: Wilbur and Richard	147
BUSINESS PROFILE: Kentucky Fried Chicken Corporation	148



CAREER OPPORTUNITIES:

Business Management and Supporting Fields 149

Career Profiles	151
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SECTION THREE

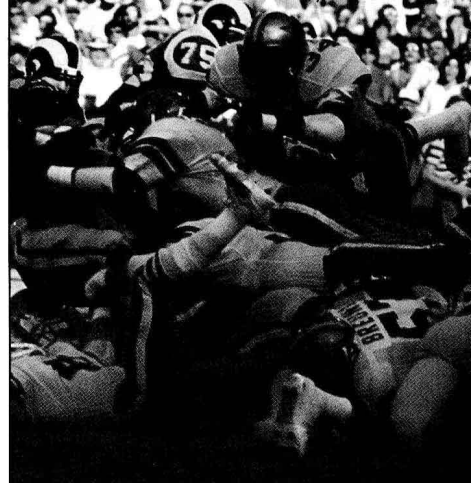
Human Factors in Management

8 Human Relations in Management 154

Motivation and Job Performance	156
The Hawthorne Studies	158
Hierarchy of Human Needs	159
Theories X, Y, and Z	162
The Japanese Management Style	165
Morale	166
Summary of Key Points	170
Discussion Questions	170
Student Projects	171
CASE A: Sam West	171
CASE B: Harry Sage—Good or Bad?	172
BUSINESS PROFILE: Lincoln Electric Company	172

9 Personnel: The Management of Human Resources 174

Human Resource Selection Process	177
The Human Resource Orientation Process	185
Human Resource Training and Development	190
Human Resource Separation from the Firm	192
Human Resource Compensation	193
Human Resource Benefits	194
Summary of Key Points	196
Discussion Questions	196
Student Projects	197
CASE A: The Auditors	197
CASE B: Cuddly Toys, Inc.	198
BUSINESS PROFILE: Snelling & Snelling	199



10 Union and Management Relations 200

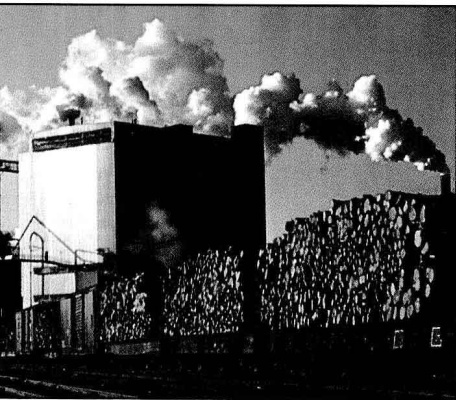
History of Labor Unions	202
Union Structure	204
Women in Unions	205
Organizing a Labor Union	205
Collective Bargaining	206
Union Security	207
Labor Legislation	209
Resolving Union and Management Conflicts	212
Union Methods for Achieving Goals	214
Management Methods for Achieving Goals	216
Composition of the Labor Force	218
The Future of Labor Unions	218
Summary of Key Points	221
Discussion Questions	221
Student Projects	222
CASE A: Gaston Electronics	222
CASE B: Harry's Workers on Strike	223
BUSINESS PROFILE: The AFL/CIO	224



CAREER OPPORTUNITIES:

Human Resource Management and Labor Unions 226

Career Profiles	228
-----------------	-----



SECTION FOUR

The Marketing Environment 229

11 The Marketing Process and Physical Distribution 230

Marketing Concept	232
Marketing Functions of the Marketing Process	233
Economic Utility and the Marketing Process	234
Market Segmentation and Marketing Mix	235
Product Life Cycle	236
Pricing	237
Product Identification: Branding	240
Physical Distribution	241
Economic Justification of Physical Distribution	241
Factors of Physical Distribution	243
Types of Physical Distribution Systems	243
Basic Forms of Carriers	247
Summary of Key Points	248
Discussion Questions	249
Student Projects	249
CASE A: Wal-Mart Stores	249
CASE B: Rags to Riches	250
BUSINESS PROFILE: Levi Strauss & Co.	250

12 Retailing and Wholesaling, Channels of Distribution, and Consumer Behavior 252

Retailing	254
Shopping Centers	257
Forms of Retail Ownership	258
Wholesaling	260
Channels of Distribution	261
Consumer Behavior	265
Types of Consumer Goods	265
The Dynamic Nature of Consumer Goods	267
The Psychology of Buying: The Purchase-Decision Process	268
Summary of Key Points	275
Discussion Questions	275
Student Projects	276
CASE A: General Industries, Incorporated	276
CASE B: Walt's Drug Store	277
BUSINESS PROFILE: Mary Kay Cosmetics	278

13 Promotional Strategy 280

Promotion Mix	282
Advertising and Publicity	282
Advertising Media	286
Measuring the Effectiveness of Advertising	289
Personal Selling	291
Types of Personal Selling	292
Compensating the Sales Force	293
Sales Promotion	294
Product Promotion at Levi's	294
Summary of Key Points	296
Discussion Questions	296
Student Projects	297
CASE A: The Frame Place	298
CASE B: Ralph Harrison	298
BUSINESS PROFILE: Proctor & Gamble	299

CAREER OPPORTUNITIES:

Marketing, Advertising, Sales, and Physical Distribution 301

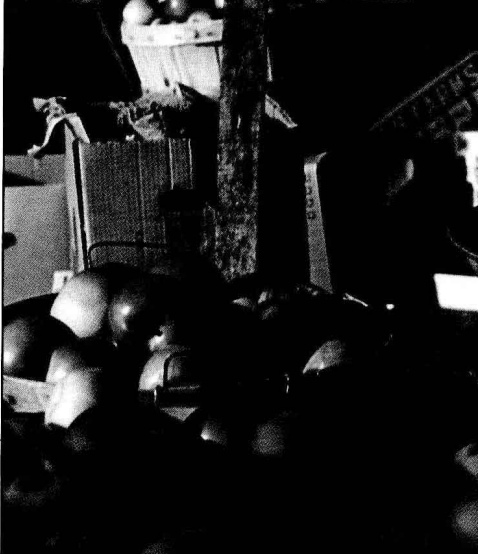
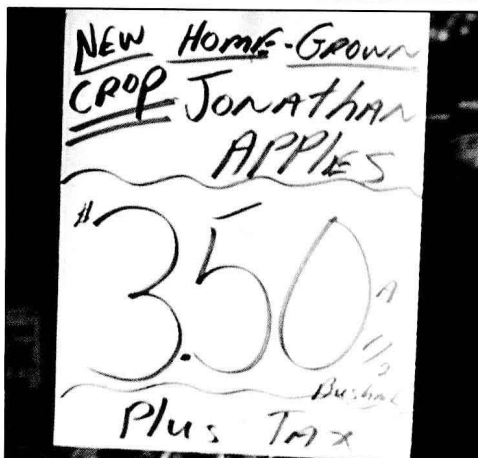
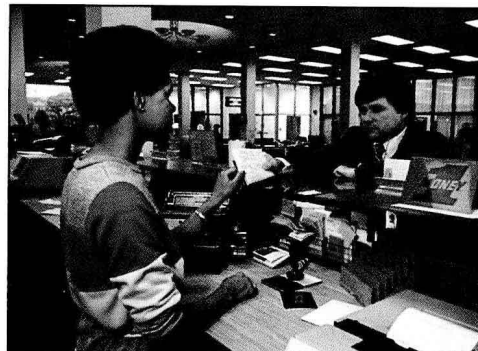
Career Profiles	304
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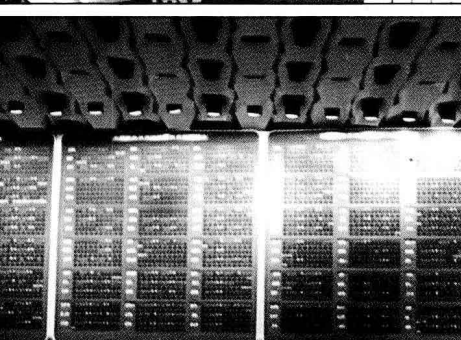
SECTION FIVE:

Financing the Business Firm 307

14 Money and the Banking System 308

Money	310
Types of United States Money	311
Monetary Accounts and Credit Cards	314
Banking System	316
Control of Money and Credit	318
Summary of Key Points	323
Discussion Questions	324
Student Projects	324
CASE A: The Business Expert at a Party	325
CASE B: The Inheritance	325
BUSINESS PROFILE: Wells Fargo and Company	326





15 Sources of Funds for Business 328

Interest Rates	330
Short-term Loans	332
Commercial Banks	332
Factors	336
Sales Finance Companies	337
Friends, Family, and Vendors	337
Long-term Loans	338
Savings and Loan Associations	338
Insurance Companies	339
Investment Banks	340
Mutual Funds	340
Pension Funds	340
Trust Companies	341
Small Business Administration	341
Private Investors	341
Summary of Key Points	342
Discussion Questions	343
Student Projects	343
CASE A: Eric's Passion Punch	343
CASE B: Cruise-Along Boat Company	344
BUSINESS PROFILE: C.I.T. Financial Corporation	345

16 The Securities Exchange: Stocks and Bonds 346

Investing and Speculating	348
Stock Exchanges	349
Over-the-counter Market	352
Stock Transaction	353
The Financial Page	356
Stock Averages	358
Bears, Bulls, and Short Selling	359
Bond Quotations	360
Financial Research Services	360
Mutual Funds	361
Regulation of Sale of Securities	363
Commodity Exchanges	364
Summary of Key Points	365
Discussion Questions	365
Student Projects	366
CASE A: Rules for Investing	366
CASE B: Shirley Edwards	366
BUSINESS PROFILE: Merrill Lynch, Pierce, Fenner & Smith	367