

The background of the cover features abstract, flowing shapes in shades of blue and red, creating a sense of movement and depth. The blue shapes are more prominent in the upper half, while the red shapes dominate the lower half.

# ***Business***

*Second Edition*\_\_\_\_\_

*Pride/Hughes/Kapoor*



343293

**SECOND EDITION**  
***BUSINESS***

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# PREFACE

The American system of business is no mere abstraction. It's a network of real people—millions of individuals seeking challenges, opportunities, and excitement through participation in business. Professors and students of business are an important part of this network. The time they invest jointly in examining the business system today bears directly on the success of the business system tomorrow.

Accordingly, we believe that professors and students deserve the best textbook available, one that is current, dynamic, and interesting—just like business itself. We have developed *Business, Second Edition*, to meet this challenge. Along with its comprehensive instructional package, *Business* provides instructors with the opportunity to present business fundamentals effectively and efficiently. For their part, students will enjoy the *Business* experience and will be well prepared for further study in a variety of business fields.

The second edition of *Business* covers new topics, presents expanded coverage of important issues, focuses on small as well as large businesses, provides thorough career information, and contains numerous pedagogical aids. The comprehensive ancillary package includes *Microstudy Plus*, a new self-help computer-aided instructional diskette, and *Business Video File*, a free series of twenty-four videos—one for each chapter and the Appendix. Here are several distinctive features of *Business, Second Edition*, and the instructional package that accompanies it.

## Broad Coverage of Contemporary Issues

Students value currentness; instructors have limited time for monitoring trends. In the revised edition of *Business*, therefore, we emphasize broad, up-to-date coverage of contemporary issues facing business people today. We've given particular attention to topics requested by business professors through surveys. Topics with expanded coverage include

Bartering	Performance appraisal
Types of partners	Marketing strategies
Corporate ownership	Market measurement
Corporate growth	Sales forecasting
Entrepreneurship	Buying behavior
Franchising	Classification of products
Leadership	Product life cycle
Managerial decision making	Product management
Automation and robotics	Nonprice competition

Retailing strategies	Junk bonds
Shopping centers	Corporate mergers
Advertising campaign development	Tax reform
Sales management	Evolution of computers
Sales promotion methods	Desktop publishing
Real estate	Computer crime
	International trade

These issues are integrated into the basic text and are also featured in vignettes that open each chapter, in boxed inserts, and in cases. All revisions are based on the most current information available in contemporary business literature.

### Focus on Small Business

Because small companies in the United States outnumber large firms by nine to one, it follows that many students will either work in small businesses or start their own businesses after leaving college. The second edition of *Business*, therefore, spotlights small business operations. We devote an entire chapter to small business in Part 1 of the text, and we illustrate numerous other concepts throughout the text with examples, opening vignettes, and cases drawn from real-life small businesses.

Two supplements—*Entrepreneur: A Business Simulation*, and *Opening a Business*, a project manual—support the text materials on small businesses and provide opportunities for further study.

### Effective Pedagogical Aids

We have worked to make *Business, Second Edition*, the most interesting and most pedagogically effective of any introductory business text available. Many of the following pedagogical features in the text have been evaluated and recommended by reviewers with years of teaching experience.

#### Part Introductions

Each of the text's seven parts begins with a concise description of the materials to follow. From the outset of each part, a student not only is made aware of what's in each part but also has a better understanding of how the chapters in that part fit with the chapters in the rest of the text.

#### Chapter Previews

Each chapter is introduced with a preview—a capsule summary of what to expect in the chapter. The student can grasp quickly the major topics in the chapter and the sequence in which they are covered. Each chapter preview also serves as a useful reminder of that chapter's contents when the student is ready to review.



## Learning Objectives

A student with a purpose will learn more effectively than a student wandering aimlessly through the text. Therefore, each chapter of *Business* contains clearly stated learning objectives that signal important concepts to be mastered. Together, the chapter previews and learning objectives enable the student to see where each chapter is going. To aid instructors, questions in the Test Bank are keyed to the learning objectives.

## Inside Business

Chapter opening vignettes, entitled Inside Business, bring business concepts alive for students. With Inside Business we introduce the theme of each chapter, focusing on pertinent activities of a real organization, including Kodak, IKEA, Home Shopping Network, Stew Leonard's, the Boston Celtics, and IBM. The decisions and activities of these and other familiar organizations not only demonstrate what companies are actually doing but also make the materials in each chapter relevant and absorbing for students.

## Business Journal

Business Journal—a series of boxed essays running throughout the text—explores a wide range of organizations and current topics. Technology, international business, small business, and social issues are covered in Business Journal, as well as personal information students can use right now. Students will find Business Journal to be both interesting and enlightening. Sample topics include

- Born for Risk: American Entrepreneurs
- The World's at Your Keyboard
- The Folks Next Door May Be Millionaires
- The Ethical and Legal Implications of Insider Trading
- Who Benefits from Merger Mania?
- Specialty Computer Programs—A New Edge for Small Businesses
- Is a Franchise in Your Future?
- Direct Marketing: The Checks Really Are in the Mail
- Under the Influence: Drugs in the Workplace
- Would You Make a Good Manager?
- Marketing with Computers
- How Japanese Executives Manage It

## Margin Notes

Two types of margin notes help students understand and retain important concepts. First, to aid the student in building a basic business vocabulary, the definition of each key term (in contrasting color) is placed in the margin

near the introduction of the term in the text. Second, each learning objective is positioned near the beginning of the section in which that objective is emphasized. This easy reference to terms and objectives reinforces the learning of business fundamentals.

### **Stimulating Writing Style**

One of our major objectives in *Business, Second Edition*, is to communicate to students our enthusiasm for business in a direct, engaging manner. Throughout the book we have used a lucid writing style that builds interest and facilitates students' understanding of the concepts discussed. To ensure that the text is stimulating and easy for students to use, we have given special attention to word choice, to sentence structure, and to the presentation of business language.

### **Real-World Examples and Illustrations**

Numerous real-world examples drawn from familiar organizations and recognizable products are used in each chapter. How does a lunch at Burger King illustrate the concept of utility? Why is Sony referred to as an alien corporation? Why does union official Douglas Fraser sit on Chrysler's board of directors? Examples such as these from today's business world catch students' attention and enable them to apply the concepts and issues of each chapter.

### **Complete End-of-Chapter Materials**

Each end-of-chapter summary brings important ideas together for the student. A list of key terms and complete set of review questions reinforces the learning of definitions and concepts. Discussion questions and exercises encourage independent thinking about the issues presented in the chapter.

### **Cases**

Each chapter ends with two cases, based on recognizable organizations. These descriptions of current business issues and activities allow students to make real-world applications of the concepts they've covered in the preceding chapter. Questions suitable for class discussion or individual assignments are provided for each case.

### **Glossary**

A glossary containing 700 fundamental business terms appears at the end of our text. The glossary serves as a convenient reference tool to reinforce students' learning the basic business vocabulary.



## Useful Guides to Career Planning

Sooner or later, every student who takes an introductory business course will be faced with career choices. Therefore, we have included thorough coverage of career information for many fields of business.

The Appendix in our text provides information useful for planning a career, including career preparation, resume writing, and interviewing. Additional career information follows each of the text's seven parts. We outline briefly the career path of a successful business person whose skills are particularly relevant to issues discussed in the preceding part. We also discuss specific jobs associated with business activities covered in that part. Finally, we include a useful independent project manual, *Toward a Career in Business*, as part of our instructional package.

## Complete Package of Support Materials

Accompanying the second edition of *Business* is a full array of supplementary materials—instructional tools that both augment learning for students and increase the effectiveness of instructors.

### Business Video File

The *Business Video File* (which is free to adopters) contains twenty-four videotapes—one for each chapter and the Appendix on careers. These videos, many developed by business organizations, provide unique insights into real-world companies and products. Examples of organizations featured in the *Business Video File* include Pepsi, J.C. Penney, Nike, Chrysler, Carnation, General Foods, Federal Express, and Mattel. Through these videos, students can see ideas in action in today's business world. An overview and discussion questions in the *Instructor's Manual* support each video.

### Instructor's Manual

The *Instructor's Manual* includes the following items for each chapter:

- Note from the authors
- Brief chapter outline
- Chapter video guide
- Guide for using transparency acetates
- Learning objectives
- Comprehensive lecture outline
- Supplemental lectures
- Controversial issues
- Answers to the review questions
- Comments on the discussion questions
- Comments on the cases
- Chapter quizzes with answer key

The *Instructor's Manual* also includes a series of sample business forms, 100 transparency masters, and film suggestions.



## Lecture Bank

Using *Lecture Bank*, an instructor can incorporate his or her own lecture notes for a specific chapter into the detailed lecture outline from the *Instructor's Manual* and print out the combined lecture notes. This program is available on disk for use on Apple and IBM-compatible personal computers.

## Study Guide

Written by Kathryn Hegar at Mountain View College, the *Study Guide* is a self-help tool for students to use in learning definitions, concepts, and relationships in each chapter. The exercises and questions are especially useful for evaluation and review purposes. For each chapter in the text, the *Study Guide* provides the following:

- Chapter overview
- Chapter summary
- Learning objectives
- Key terms and other important terms
- Exercises
- Matching questions
- True/false questions
- Multiple choice questions
- Completion questions
- Essay questions
- Mini-case with questions
- Answer key

## Test Bank

The *Test Bank* for *Business* contains essay, true/false, and multiple choice questions—more than 2700 items in all. About 70 percent of the items are multiple choice questions. An item-information column in the *Test Bank* specifies details about each question. Specific information appears in the introduction to the *Test Bank*.

## Transparency Acetates

The instructional package for *Business* includes 150 transparency acetates, many in full color. One-half of the transparencies reproduce figures that appear in the text, while the other half are illustrations not found in the text.

## Microstudy Plus

A computer-aided instructional program for students, *Microstudy Plus* supplies twenty-five multiple choice questions for each chapter. A student can call up questions one by one for a particular chapter. After the student

responds to each question, the easy-to-use program provides reinforcement for correct answers and reasons why incorrect answers are inappropriate. With *Microstudy Plus*, students have the opportunity for active, not passive, learning. This self-help tool can help students review and assess their knowledge of concepts, issues, and applications discussed in each chapter. *Microstudy Plus* is available for Apple and IBM-compatible computers.

### **Microtest**

*Microtest*, the computerized version of the *Test Bank*, contains 2700 test items in the form of essay, true/false, and multiple choice questions. *Microtest* is available on diskette for use on Apple and IBM-compatible personal computers.

### **GPA Computerized Course Management Program**

GPA is a computerized record keeping program that enables instructors to record grades and tabulate averages for both individual students and entire classes. GPA can help an instructor create class rosters, keep accurate class records, analyze and graphically display scores, and convert scores to letter grades. GPA generates a variety of printouts for posting and record keeping.

### **Entrepreneur: A Business Simulation**

This business simulation, written by Gerald Smith and Peggy Golden of the University of Louisville, allows student players to make business decisions through simulated real-world experiences. *Entrepreneur* involves the planning, start-up, and continuing operation of a retail slacks-and-tops store. Acting as management teams, students encounter many factors as they make decisions for each phase of the business. Additional support materials are provided for instructors.

### **Student Enrichment Project Manuals**

Written by Kathryn Hegar of Mountain View College, the three project manuals are entitled *Toward a Career in Business*, *Investing in Business*, and *Opening a Business*. At the discretion of the instructor, the manuals can serve as independent, self-paced projects for students or can be used as exercises for class assignments. Instructors' resource materials for each project are included in the *Instructor's Manual*.

*Toward a Career in Business* guides students through the four stages of getting a job: self-assessment, occupational search, employment tools, and success techniques. This manual supplements the Appendix and the Career Profiles in the text.

*Investing in Business* helps students learn how to invest money and how to maximize returns on their investments. Students who use *Investing* should become familiar with the advantages and disadvantages of various



investment instruments and should develop skills in acquiring financial information.

Opening a Business introduces students to the details of starting a company. Part One guides students through the process of gathering and analyzing essential information about business ownership. Part Two contains worksheets for students to complete based on their findings in Part One. After completing this project, students should be able to evaluate their skills as entrepreneurs and managers, calculate the capital needed to start a business, determine applicable state and federal regulations, and begin the planning process.

William M. Pride  
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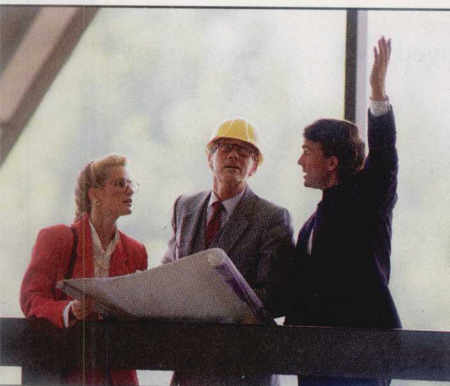
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