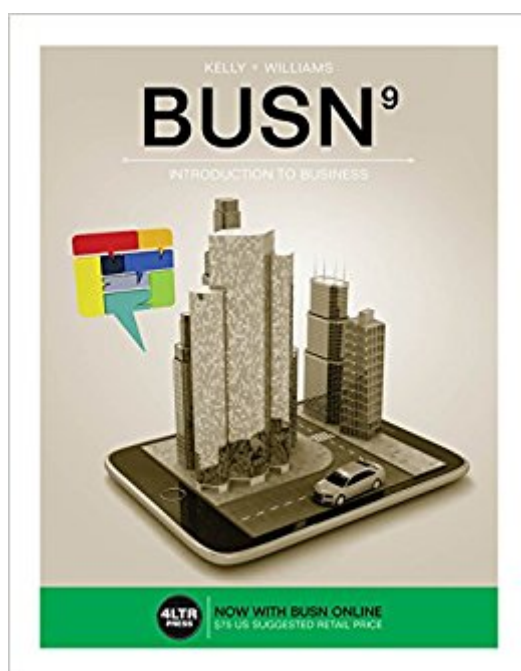


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# BUSN (with BUSN Online, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)



## Synopsis

Through ongoing research into students' workflows and preferences, BUSN from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards, and an innovative online experience - all at an affordable price. New for this edition, students explore BUSN anywhere, anytime, and on most devices with BUSN Online! With the intuitive StudyBits™ functionality, students study more effectively and can visually monitor their own progress. Coupled with straightforward course management, assessment, and analytics for instructors, BUSN with BUSN Online engages students of all generations and learning styles, and integrates seamlessly into your Introduction to Business course. BUSN features interactive assessment content within the Online narrative that allows the students to review concepts and test their understanding of what they just finished reading - students can review and remain in the Online experience and receive immediate feedback. Each chapter contains 6 highlight boxes within the online experience that provides students with an introduction into key concepts and topics discussed in the chapter.

## Book Information

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Press Online: BUSN Online allows easy exploration of the BUSN anywhere, anytime - including on your device! Collect your notes and create StudyBits from interactive content as you go to

remember what's important. Then, either use preset study resources, or personalize the product through easy-to-use tags and filters to prioritize your study time. Make and review flashcards, review related content, connect with classmates and track your progress with Concept Tracker. Add in access to assignments and documents from your instructor, and you have everything you need in one place and always accessible!

**Shorter Chapters.** Shorter chapters in a design that's easy to reference presents Introduction to Business content in a more convenient and accessible style, complete with visuals to help you better recall the content.

**What Would You Do Cases.** What Would You Do Cases within the Highlight Boxes present students with a real-world business situation and then take them further into the Online experience where they will learn about the solution to the problem.

**Tear-Out Review Cards.** At the back of the textbook, Tear-Out Review Cards provide a portable study tool containing all of the pertinent information for class and test preparation.

"I used all aspects of the 4LTR Press solutions. I found them very helpful study tools." "The online help was great. The games made it so it wasn't boring and I retained more of the information." "I like the online quizzes. They are very helpful. So are the chapter review cards. I use them before each exam."

Marcella Kelly teaches the Introduction to Business course at Santa Monica College. In addition to her well-recognized expertise in the areas of marketing and management, Ms. Kelly has extensive industry experience in today's business environment. Ms. Kelly earned her master's degree from UCLA and balances her firsthand business experience with strong teaching credentials built through years of experience in the classroom.

Chuck Williams is Dean of the College of Business at Butler University. Dr. Williams previously served as Dean of the Eberhardt School of Business at the University of the Pacific and as Associate Professor of Management at the M.J. Neeley School of Business at Texas Christian University. Dr. Williams has also served as Associate Dean and Chair of Management and has taught at Michigan State University and Oklahoma State University. Dr. Williams received his B.A. in psychology from Valparaiso University. He specialized in organizational behavior, human resources, and strategic management while earning his M.B.A and Ph.D. in business administration from Michigan State University. His research interests include employee recruitment and turnover, performance appraisal, and employee training and goal setting. Dr. Williams has published research in the JOURNAL OF APPLIED PSYCHOLOGY, the ACADEMY OF MANAGEMENT, HUMAN RESOURCE MANAGEMENT REVIEW, PERSONNEL

PSYCHOLOGY, and the ORGANIZATIONAL RESEARCH METHODS JOURNAL. He was a member of the JOURNAL OF MANAGEMENT's editorial board and currently serves as a reviewer for numerous other academic journals. He was also Webmaster for the Research Methods Division of the Academy of Management.

The quality of the Kindle version was very good. However, the Kindle version does not give you include the access code that may be a part of your course requirement.

I ordered this textbook because it was required for and online class. It is one of the most interesting textbooks I've read though. It has lots of direct quotes and interesting facts. In my opinion reads kind of like a newspaper. I honestly don't like the idea of online teachers just assigning a chapter to read, but this book exceptional as textbooks go. I also like the online resources that come with it. The chapter quizzes have been especially helpful.

Textbok came in great condition with access code. Thanks!

I bought this new from and the shrink wrap was halfway open. I opened the book and the access code was missing. I will be returning it.

Came in like 3 layers of packaging and is in amazing condition. I really like Cengage textbooks because they are very easy to understand. This should be a good class.

Followed class. Good resource.

super easy read for a textbook

Its a good textbook and conveys the information well but if your college class doesn't require you to have it then don't buy it. Turns out I could have passed the class without the book but don't let that determine if you buy it or not.

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