



Introduction to Business

By Jeff Madura

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In every job, in every career, we use important business concepts. Whether your students become professional athletes, managers, CEOs, or journalists, they will need good decision-making skills. Skills that will help them work with others in a professional manner, manage and organize their work, and manage other employees. Madura's INTRODUCTION TO BUSINESS 4e introduces students to these concepts and shows how they enhance good business decision-making. Through lively examples, Madura emphasizes key core skill areas including, Decision-Making and Planning, Teamwork, Technology, and Communication. It's up to you to help your students learn how to make the best decisions possible when they enter the business world.

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Introduction to Business By Jeff Madura Bibliography

- Sales Rank: #3073592 in Books
- Published on: 2001-02-15
- Original language: English
- Number of items: 1
- Dimensions: 1.20" h x 8.70" w x 10.70" l, 3.55 pounds
- Binding: Hardcover
- 740 pages

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Editorial Review

Review

I feel that this text is excellent overall. The use of flow charts is wonderful. The language is plain, simple, and very readable. Overall the coverage and organization are both excellent. The features are uniformly wonderful. I particularly enjoyed the real world examples. Business Online and Internet applications are great ideas.

The Madura text is more current in data and relevant information. It is up to date with businesses that are currently doing business and the pictures are current to today's market place. The people in the pictures can be identified with as current business people. This adds credibility and reality to the material. It is a lot easier to teach when students can identify what is taught with reality rather than the abstract. This text goes a long way to help achieving that goal.

Madura has done an overall outstanding job in his presentation of the text with all of the necessary ancillary materials included.

About the Author

Jeff Madura serves as the SunTrust Bank Professor of Finance at Florida Atlantic University. The recipient of multiple awards for excellence in teaching and research, Dr. Madura has written several successful finance texts, including FINANCIAL MARKETS AND INSTITUTIONS. His research on international finance has been published in numerous journals, including JOURNAL OF FINANCIAL AND QUANTITATIVE ANALYSIS; JOURNAL OF MONEY, CREDIT AND BANKING; FINANCIAL MANAGEMENT; JOURNAL OF FINANCIAL RESEARCH; and FINANCIAL REVIEW. Dr. Madura has served as a consultant for international banks, securities firms, and other multinational corporations. In addition, he is a former director of the Eastern Finance Association and a former director and president of the Southern Finance Association. He earned his B.S. and M.A. from Northern Illinois University and his D.B.A. from Florida State University.

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