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M: Business



Synopsis

We hear over and over again that the modern learner has a completely new and different set of needs from a learning package. These new "digital natives" have developed cognitive thinking patterns that are different from those of earlier generations of students. It's important that educators recognize these differences in students, and that they also account for students with differing learning styles. Students today rely on technology as an important tool in their educational and personal lives. M: BUSINESS accounts for these differences in students today and appeals more effectively to digital natives. An emphasis is placed on the visual and technology component of the product offering (ConnectÂ®), while the text remains a (important) supporting tool for their learning in the course. Students today are used to active learning experiences, which is what M: Business provides. The book in combination with the personal study partner (LearnSmart), and the Interactive Applications in Connect Business provide students with a rich, interactive experience that enhances the text content, and keeps them actively engaged in the course content. Students today are also used to feedback and "payoff" - Connect Business provides these interactive rewards for learning the course content.

Book Information

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Customer Reviews

McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide

Last year I purchased M: Business by O.C. Ferrell for the Introduction to Business course I enrolled

in. I really enjoyed this text and felt it complimented the course very well. The text's layout was very easy to read and follow. Important vocabulary was highlighted throughout the text and also defined in the margins of each page. I found this especially helpful when working on homework and studying for exams. This text also provides the reader with up to date examples of different aspects of the text, allowing this generation to easily relate to each of the different examples given. I did find it strange that this text does not provide the reader with a glossary of important vocabulary at the back of the book for quick referencing of definitions. Most other business texts really most other textbooks in general provide the reader with a glossary of definitions at the back of the book. Ferrell does provide an index of topics, in alphabetical order, with the corresponding page numbers in which the reader can find more information about each topic on. This approach provides the reader with all of the information available in the text on a topic or term, but when looking solely for the definition, this is a roundabout way of providing the information to the reader in my opinion. One aspect of the text I found to be particularly helpful was the active review cards located in the back of the textbook. My professor recommended we do these cards as we worked our way through the course, but did not require us to turn them in. I decided to use them to review and study for upcoming tests. They are perforated, so you can remove them and set them next to you as you work through the text to find the answers, which are provided on the back of the card for you to check yourself. Each chapter's review card works through learning objectives and practical applications of what you learned in that portion of the text. Overall, I would recommend this text if you are purchasing it for a college course or are looking for an informative text on business. It covers a wide range of business concepts, from starting and growing a business to financing an enterprise. After reading M: Business you may feel qualified to teach your own introduction to business college course!

The M Business book was received on time. I was pleased with the condition of the book although it has a tear in the bottom front cover and slight rabbit ears on cover, but overall the book is in great condition. No highlights on pages or markings. Very Pleased! Thank you!

because it was clean and the pages were nice. I just didn't like the time it took me to receive it because my class had already begun while I was still waiting for my book. although I received it the time it was estimated but that wasn't sufficient enough for me in regards to my education. that's all.

Really easy to follow book if you decide to read it. I passed the course with an A and never read anything in a chapter other than the Bold Print words and their descriptions. But if you choose to read, it's not hard to follow...it's pretty simple stuff.

Very informative and easy to comprehend, along with specific examples of well-known businesses. The seller provided excellent delivery service!

I bought this book for an Introduction to Business class. It's an overview of business, from marketing to accounting and financing a business. Might be good for anyone thinking of starting a business without the desire to sit in a classroom first.

Book arrived no problems at all, and it came pretty fast as well. I will say if you're taking econ and acct you really won't need this book, cause econ and acct cover all this info.

Yes

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