Modern Business Statistics with Microsoft Excel

A compelling look at the B Corp movement and why socially and environmentally responsible companies are vital for everyone’s future Businesses have a big role to play in a capitalist society. They can tip the scales toward the benefit of the few, with toxic side effects for all, or they can guide us toward better, more equitable long-term solutions. Christopher Marquis tells the story of the rise of a new corporate form—the B Corporation. Founded by a group of friends who met at Stanford, these companies undergo a rigorous certification process, overseen by the B Lab, and commit to putting social benefits, the rights of workers, community impact, and environmental stewardship on equal footing with financial shareholders. Informed by over a decade of research and animated by interviews with the movement’s founders and leading figures, Marquis’s book explores the rapid growth of companies choosing to certify as B Corps, both in the United States and internationally, and explains why the future of B Corporations is vital for us all.
Social Media Marketing

Visual-thinking graphic designers sometimes struggle to express themselves clearly and effectively in writing. Now there’s help! The Graphic Designer’s Guide to Better Business Writing teaches graphic designers how to write compelling business communications. Created especially to address the needs of graphic designers, this handy guide breaks the writing process down into simple, easy-to-understand stages and offers practical writing and presentation models that designers can put to use immediately. Real-life examples cover an array of essential topics: writing winning resumes and cover letters, landing accounts, writing polished letters and reports, creating design briefs, and much more. As a bonus, the authors include time-saving insider tricks of the trade, gleaned from interviews with design professionals and creative directors from across the country. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Better Business

Business Analytics, Second Edition teaches the fundamental concepts of the emerging field of business analytics and provides vital tools in understanding how data analysis works in today's organizations. Students will learn to apply basic business analytics principles, communicate with analytics professionals, and effectively use and interpret analytic models to make better business decisions. Included access to commercial grade analytics software gives students real-world experience and career-focused value. Author James Evans takes a balanced, holistic approach and looks at business analytics from descriptive, and predictive perspectives.

Business Statistics with Access Code

Thousands of business books are published every year—Here are the best of the best After years of reading, evaluating, and selling business books, Jack Covert and Todd Sattersten are among the most respected experts on the category. Now they have chosen and reviewed the one hundred best business titles of all time—the ones that deliver the biggest payoff for today’s busy readers. The 100 Best Business Books of All Time puts each book in context so that readers can quickly find solutions to the problems they face, such as how best to spend The First 90 Days in a new job or how to take their company from Good to Great. Many of the choices are surprising—you’ll find reviews of Moneyball and Orbiting the Giant Hairball, but not Jack Welch’s memoir. At the end of each review, Jack and Todd direct readers to other books both inside and outside The 100 Best. And sprinkled throughout are sidebars taking the reader beyond business books, suggesting movies, novels, and even children’s books that offer equally relevant insights. This guide will appeal to anyone, from entry-level to CEO, who wants to cut through the clutter and discover the brilliant books that are truly worth their investment of time and money.

Dirty Little Secrets of Family Business (3rd Edition)

This package consists of the textbook plus an access kit for XLStat. Business Statistics, Second Edition, helps students gain the statistical tools and develop the understanding they’ll need to make informed business decisions using data. The dynamic approach conquers the modern challenges of teaching business statistics by making it relevant, emphasizing analysis and understanding over simple computation, preparing students to be more analytical, make better business decisions, and effectively communicating results. This text features a wealth of real data applications, with coverage of current issues including ethics and data mining. It draws
Business Statistics

Your key to professional and personal success Completely revised and updated, the third edition of the Posts' The Etiquette Advantage in Business is the ultimate guide professionals need to build successful business relationships with confidence Today, more than ever, good manners mean good business. The Etiquette Advantage in Business offers proven, essential advice, from resolving conflicts with ease and grace to building productive relationships with colleagues at all levels. It also offers up-to-date guidance on important professional skills, including ethics, harassment in the workplace, privacy, networking, email, social media dos and don'ts, and knowing how and when to take responsibility for mistakes. For the first time in business history, four distinct generations inhabit the workplace at the same time, leading to generational differences that can cause significant tensions and relationship problems. The Etiquette Advantage in Business aims to help navigate conflict by applying consideration, respect, and honesty to guide you safely through even the most difficult situations. Written for professionals from diverse backgrounds and fields, The Etiquette Advantage in Business remains the definitive resource for timeless advice on business entertaining and dining etiquette, written communications, appropriate attire for any business occasion, conventions and trade shows, job searches and interviews, gift-giving, overseas travel, and more. In today’s hyper-competitive workplace, knowing how to get along can make the difference between getting ahead and getting left behind. The Etiquette Advantage in Business provides critical tools for building solid, productive relationships and will help you meet the challenges of the work world with confidence and poise.

Using Statistics for Better Business Decisions

The Goal

A successful career - at your own front door! For anyone who wants to make extra money, escape the corporate rat race, or just take more pleasure out of working from home, small business guru Barbara Weltman shows readers how to make their dreams come true. Completely updated, this guide explores the ins and outs of seed money, its impact on the home and family, the best business for each individual, and much more. ?Features the most current information on everything from Internet businesses to taxes and guerrilla marketing ?Includes in-depth resource and web sections, as well as a listing of the 100 best home-based businesses to get into and how

Better Business

The third edition of this book introduces business ethics concepts, tools and theories, then applies them to key stakeholder groups. It takes a global approach in a market dominated by US texts. The accessible style and thorough pedagogy ensure the book is both student- and teacher-friendly.

Global Business
If approximately 70 percent of all businesses are family businesses, and two out of three don’t survive to the next generation, what can you do to make sure your business will survive and thrive? Dirty Little Secrets of Family Business comes clean with much-needed info on nitty-gritty issues such as entitlement; letting employees (even family members) go when they just aren’t working out; compensation; including your kids in the business (when to bring them in, helping them move up, and prepping them to take over); shareholder agreements; selecting the next leader; deciding whether to keep the business or sell it; exit strategies for outgoing leaders; money matters; succession planning; communication; conflict resolution; establishing an effective board; and transitioning to the next generation. Readers can apply the numerous ideas and tips in this engaging guide to address any family business situation. Written for current and next-generation owners and utilizing multiple, firsthand stories of family business dos and don’ts, Dirty Little Secrets of Family Business gives you the top success strategies that you can use to build a better functioning family business. Acknowledging that every family is unique and a cookie-cutter approach is not the answer, experienced family business consultant Henry Hutcheson presents a deeper look at the underlying mechanics of what makes a family business work.

**Introduction to Electronic Commerce**

(Black & White version) Fundamentals of Business was created for Virginia Tech's MGT 1104 Foundations of Business through a collaboration between the Pamplin College of Business and Virginia Tech Libraries. This book is freely available at: http://hdl.handle.net/10919/70961 It is licensed with a Creative Commons-NonCommercial ShareAlike 3.0 license.

**The Graphic Designer's Guide to Better Business Writing**

More and more organizations around the globe are expecting that professionals will make data-driven decisions. Employees, team leaders, managers, and executives that can think quantitatively should be in high demand. The goal of this book is to increase ability to identify a problem, collect data, organize, and analyze data that will help aid in making more effective decisions. This book will provide you with a solid foundation for thinking quantitatively within your company. To help facilitate this objective, this book follows two fictitious companies that encounter a series of business problems, while demonstrating how managers would use the concepts in the book to solve these problems and determine the next course of action. This book is for beginners and does not require prior statistical training. All computations will be completed using Microsoft Excel.

**Business Ethics**

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- The text that speaks to students. Robert A. Donnelly's new textbook Business Statistics removes the intimidation factor from learning business statistics by presenting a writing style that readers feel comfortable with. Through this straightforward, conversational approach, Donnelly effectively explains the key concepts readers need to know, and why they need to know them. Take a tour of Robert A. Donnelly's Business Statistics: http://bit.ly/tOJph9 . 0321924290 / 9780321924292 Business Statistics Plus NEW MyStatLab with Pearson eText -- Access Card Package Package consists of:
Family Business

For graduate level courses in Operations Management or Business Processes. A structured, data-driven approach to understanding core operations management concepts. Anupindi shows how managers can design and manage process structure and process drivers to improve the performance of any business process. The third edition retains the general process view paradigm while providing a sharper, more streamlined presentation of the development of ideas in each chapter—all of which are illustrated with contemporary examples from practice.

Fundamentals of Business (black and White)

Books a la Carte are unbound, three-hole-punch versions of the textbook. This lower cost option is easy to transport and comes with same access code or media that would be packaged with the bound book. Business Statistics, Third Edition, by Sharpe, De Veaux, and Velleman, narrows the gap between theory and practice—relevant statistical methods empower business students to make effective, data-informed decisions. With their unique blend of teaching, consulting, and entrepreneurial experiences, this dynamic author team brings a modern edge to teaching statistics to business students. Focusing on statistics in the context of real business issues, with an emphasis on analysis and understanding over computation, the text helps students be analytical, prepares them to make better business decisions, and shows them how to effectively communicate results. 0133873633/9780133873634 - Business Statistics Books a la carte Plus NEW MyStatLab with Pearson eText -- Access Card Package, 3/e Package consists of 032192147X/ 9780321921475 - MyStatLab for Business Statistics -- Glue-In Access Card 0321929713/ 0321925831/ 9780321929716 - MyStatLab for Business Statistics Sticker 0321925831/ 9780321925831 - Business Statistics, 3/e


Business Writing Today prepares students to succeed in the business world by giving them the tools they need to write powerfully, no matter the challenge. In her highly-practical text, author Natalie Canavor shares step-by-step guidance and tips for success to help students write more clearly and strategically. Readers will learn what to say and how to say it in any medium from tweets and emails to proposals and formal reports. Every technique comes with concrete examples and practice opportunities, helping students transfer their writing skills to the workplace. New to This Edition Updated with new examples, success tips, resources, and expanded material on subjects that relate to students’ most pressing interests and reflect current directions of professional communication. New and expanded coverage of important topics like networking, storytelling, creating a positive online presence, and visually-based media. New and updated good and not-so-good writing samples throughout the book show readers where and what to revise. A reorganized and streamlined table of contents is now organized into four major parts, moving from basics into more advanced topics. Nine new “Views From the Field” include advice on networking, building rapport, and creating personal introduction videos. A new chapter on editing includes practical strategies for improving drafts and fixing common writing issues. A greater emphasis on strategic thinking and problem-solving helps students develop their insight into the perspectives of others so they are better able to represent their own interests and contribute more on the job. This edition more closely connects writing skills with oral communication, relationship-building, a strategic online presence, and students’ hopes to become valued employees, leaders, and entrepreneurs. A new appendix includes new writing activities, new assignments, and cheat sheets for students, making this the most applied edition yet.
For graduate level courses in Operations Management or Business Processes. A structured, data-driven approach to understanding core operations management concepts. Anupindi shows how managers can design and manage process structure and process drivers to improve the performance of any business process. The third edition retains the general process view paradigm while providing a sharper, more streamlined presentation of the development of ideas in each chapter—all of which are illustrated with contemporary examples from practice.

**Work the System**

Business writing that gets results The ability to write well is a key part of your professional success. From reports and presentations to emails and Facebook posts, whether you're a marketer, customer service rep, or manager, being able to write clearly and for the right audience is critical to moving your business forward. The techniques covered in this new edition of Business Writing For Dummies will arm you with the skills you need to write better business communications that inform, persuade, and win business. How many pieces of paper land on your desk each day, or emails in your inbox? Your readers—the people you communicate with at work—are no different. So how can you make your communications stand out and get the job done? From crafting a short and sweet email to bidding for a crucial project, Business Writing For Dummies gives you everything you need to achieve high-impact business writing. Draft reports, proposals, emails, blog posts, and more. Employ editing techniques to help you craft the perfect messages. Adapt your writing style for digital media. Advance your career with great writing. In today's competitive job market, being able to write well is a skill you can't afford to be without—and Business Writing For Dummies makes it easy!

**Business Writing Today**

What is business for? Day one of a business course will tell you: it is to maximise shareholder profit. This single idea pervades all our thinking and teaching about business around the world but it is fundamentally wrong, Colin Mayer argues. It has had disastrous and damaging consequences for our economies, environment, politics, and societies. In this urgent call for reform, Prosperity challenges the fundamentals of business thinking. It sets out a comprehensive new agenda for establishing the corporation as a unique and powerful force for promoting economic and social wellbeing in its fullest sense—for customers and communities, today and in the future. First Professor and former Dean of the Sáid Business School in Oxford, Mayer is a leading figure in the global discussion about the purpose and role of the corporation. In Prosperity, he presents a radical and carefully considered prescription for corporations, their ownership, governance, finance, and regulation. Drawing together insights from business, law, economics, science, philosophy, and history, he shows how the corporation can realize its full potential to contribute to economic and social wellbeing of the many, not just the few. Prosperity tells us not only how to create and run successful businesses but also how policy can get us there and fix our broken system.


Alex Rogo is a harried plant manager working ever more desperately to try and improve performance. His factory is rapidly heading for disaster. So is his marriage. He has ninety days to save his plant— or it will be closed by corporate HQ, with hundreds of job losses. It takes a chance meeting with a colleague from student days—Jonah—to help him break out of conventional ways of thinking to see what needs to be done. Described by Fortune as a 'guru to industry' and by Businessweek as a 'genius', Eliyahu M. Goldratt was an internationally recognized leader in the development of new business management concepts and systems. This 20th anniversary edition includes a series of detailed case study interviews by David Whitford, Editor at Large, Fortune Small Business, which explore how organizations around the world have been transformed by Eli Goldratt's ideas. The story of Alex's fight to save his plant contains a serious message for all managers in industry and explains the ideas which underline the Theory of Constraints (TOC) developed by Eli Goldratt. Written in a fast-paced thriller style, The Goal is the gripping novel which is
transforming management thinking throughout the Western world. It is a book to recommend to your friends in industry - even to your bosses - but not to your competitors!

The 100 Best Business Books of All Time

Best Business Practices for Photographers, Third Edition

Business Statistics with MyStatLab for Business StatCrunch Student Access Kit

A Simple Mindset Tweak Will Change Your Life. After a fifteen-year nightmare operating a stagnant service business, Sam Carpenter developed a down-to-earth methodology that knocked his routine eighty-hour workweek down to a single hour—while multiplying his bottom-line income more than twenty-fold. In Work the System, Carpenter reveals a profound insight and the exact uncomplicated, mechanical steps he took to turn his business and life around without turning it upside down. Once you “get” this new vision, success and serenity will come quickly. You will learn to: • Make a simple perception adjustment that will change your life forever. • See your world as a logical collection of linear systems that you can control. • Manage the systems that produce results in your business and your life. • Stop fire-killing. Become a fire-control specialist! • Maximize profit, create client loyalty, and develop enthusiastic employees who respect you. • Identify insidious “errors of omission.” • Maximize your biological and mechanical “prime time” so that you are working at optimum efficiency. • Design the life you want—and then, in the real world, quickly create it! You can keep doing what you have always done, and continue getting mediocre, unsatisfactory results. Or you can find the peace and freedom you’ve always wanted by transforming your business or corporate department into a finely tuned machine that runs on autopilot!


FAMILY BUSINESS, 3e, INTERNATIONAL EDITION provides the next generation of family business owners with the knowledge and skills needed for the successful management and leadership of the family enterprise. The author, Ernesto Poza, uses both text and cases to explore a diverse set of family firms, examining the interrelationships between the owners, the family, and the management team. FAMILY BUSINESS, 3e, INTERNATIONAL EDITION at its core, is a practical book that presents management and family practices to model success as well as an honest look at the advantages and challenges facing family enterprises. With an emphasis on leadership and positioning for the future, FAMILY BUSINESS, 3e, INTERNATIONAL EDITION illustrates how the family enterprise can achieve sustained growth and continuity through generations.

Business and Professional Communication

Written by experienced authors who share academic as well as real-world practices, this text features exceptionally comprehensive yet manageable coverage of a broad spectrum of E-commerce essentials from a global point of view. The new edition pays special attention to the most recent developments in online behavior in our business, academic, and personal lives. Introduction to E-Commerce and E-Marketplaces; Internet Consumer Retailing; Business-to-Business E-Commerce; Other EC Models and Applications; EC Support Services; EC Strategy and Implementation; Application Development Perfect for anyone looking for a brief or supplemental text
Managing Business Process Flows

Filled with real-world case studies and examples of ethical dilemmas, Understanding Business Ethics, Third Edition prepares students and managers alike to make ethical decisions in today’s complex, global environment. Bestselling authors Peter A. Stanwick and Sarah D. Stanwick explain the fundamental importance of ethical leadership, decision making, and strategic planning while examining emerging trends in business ethics such as the developing world, human rights, environmental sustainability, and technology. In addition to presenting information related to the Association to Advance Collegiate Schools of Business (AACSB), the text’s 26 real-world cases profile a variety of industries, countries, and ethical issues in a way that is relevant and meaningful to students’ lives. The Third Edition features new cases from well-known companies such as Disney and General Motors, new coverage of emerging topics such as big data and social media, expanded coverage of corporate social responsibility, and more. Using an applied approach, this text helps students understand why and how business ethics really do matter!

Homeland Security

NOTE: You are purchasing a standalone product; MyBizLab does not come packaged with this content. If you would like to purchase both the physical text and MyBizLab search for ISBN-10: 0134088506/ISBN-13: 9780133920581. That package includes ISBN-10: 0133920585/ISBN-13:9780133920581 and ISBN-10: 0133935485 /ISBN-13: 9780133935486. For introduction to business courses. A better way to learn business. Better Business offers the business content students need, but in a better way. By presenting the material in a stimulating Q&A format, Better Business encourages students to come to class prepared to have better conversations and a truly engaging classroom experience. One of the most significant shifts in the business environment since the first edition of Better Business is the explosive growth of social media in all parts of business. The Fourth Edition of Better Business continues to feature social media strategies and technologies in over 85% of its chapters, as well as significant updates to the technology chapter. Better Business is integrated with MyBizLab which gets students to interact with business, not just read about it. MyBizLab also assists instructors with their course prep, making it convenient to access and assign modern, interactive resources. Also available with MyBizLab. MyBizLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

Business Writing For Dummies

With more than 200 real-world cases and critical-thinking exercises, FOUNDATIONS OF THE LEGAL ENVIRONMENT OF BUSINESS, 3E helps readers define their ethical compass within the business world. Authored by a renowned scholar of business ethics, it uses an integrated approach to thoroughly explore the intersection of law, business strategy, and ethics. A concise legal environment text, it covers all core topics and features intriguing examples of legal and ethical issues pulled straight from the news and pop culture. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

101 Best Home-Based Businesses for Women, 3rd Edition

Since formed in 2002, DHS has been at the forefront of determining and furthering some of the most hotly debated security issues facing the U.S. and global community in the 21st century. Nearly 200 university programs with undergrad and graduate majors have cropped up in the last dozen-plus years with limited
resources available to teach from. Homeland Security, Third Edition will continue to serve as the core textbook covering the fundamental history, formation, oversight, and reach of DHS currently. The book is fully updated with new laws, regulations and strategies across intelligence, transportation sectors, emergency management, border security, public utilities and public health.

**Understanding Business Ethics**

You don't need pots of money to start your own gardening business. With this book and a willingness to learn, you could soon be enjoying a profitable and enormously satisfying career doing something you love. Whether your aspirations are simply to sell a selection of home grown plants from the boot of your car or to establish a successful all-year-round gardening business, this book will show you how. It covers: - Preparing your business plan - Getting kitted out - How to find work - and keep it - What services to offer - Book-keeping for gardeners - Planning the gardening year - How to get commercial contracts - Providing estimates - The top ten most profitable gardening jobs

**Cengage Advantage Books: Foundations of the Legal Environment of Business**

The investment required to license a franchise is a substantial sum. The results can be tremendously lucrative, providing both financial and professional independence, but there are also plenty of potential pitfalls. Better Business Bureau's Buying a Franchise: Insider's Guide to Success is packed with essential information, including worksheets, checklists, and charts. Experienced entrepreneurs from the Better Business Bureau guide investors from selecting a franchise to negotiating a contract to techniques for managing a profitable business.

**The Etiquette Advantage in Business, Third Edition**

Can I be a stay-at-home mom and still earn extra income? Which home business is best for me? Where can I find expert advice on launching my own business? How much will it cost to get started? For nearly two decades, bestselling author and home-based business guru Priscilla Y. Huff has run a successful writing business out of her home while balancing her family life. In fact, this book, now in its third edition, is proof of her success. Her valuable advice on what works—and what doesn’t—is available to you. From start-up costs to potential income, this book shows you how to: ·Choose the perfect home-based business from 101 of the best: customer service, arts and crafts, entertainment, computer and high tech, mail order, home-based distributorships and franchises, and many others ·Take the first steps to starting any business ·Find and use valuable resources, including local, state, and federal government sources; business and professional associations; books, Web sites, and other publications ·And much, much more! You’ll also find inspiring stories from businesswomen who have achieved success and financial reward. If you’ve ever dreamed of owning your own business, this book should be your first investment.

**How to Write Better Business Letters Third Edition**

Updated in its 2nd edition, Business & Professional Communication focuses on the core concepts and skills of business and professional communication, with an emphasis on leadership for today's global workplace. This comprehensive text is organized around five fundamental principles of communication, providing a useful pedagogical framework for the reader. These principles are applied to a variety of business and professional contexts, including workplace relationships, interviewing, group and team work and giving presentations.
Better Business Speech

**Prosperity**

"Winner of the TAA 2017 Textbook Excellence Award" "Social Media Marketing deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the daunting task of understanding rapidly evolving social media and its users."—TAA Judges Panel

Social Media Marketing was the first textbook to cover this vital subject. It shows how social media fits into and complements the marketer’s toolbox. The book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand’s marketing communications executions, and harnessing social media data to yield customer insights. The authors outline the "Four Zones" of social media that marketers can use to achieve their strategic objectives. These include: 1. Community (e.g. Instagram) 2. Publishing (e.g. Tumblr) 3. Entertainment (e.g. Candy Crush Saga) 4. Commerce (e.g. Groupon) This Second Edition contains new examples, industry developments and academic research to help students remain current in their marketing studies, as well as a new and improved user-friendly layout to make the text easy to navigate. The textbook also provides a free companion website that offers valuable additional resources for both instructors and students. Visit: study.sagepub.com/smm. Readers of the book are also invited to join the authors and others online by using the hashtag: #smm

Business Analytics

A must-have guide for writing at work, with practical applications for getting your point across quickly, coherently, and efficiently. A winning combination of how-to guide and reference work, The Only Business Writing Book You’ll Ever Need addresses a wide-ranging spectrum of business communication with its straightforward seven-step method. Designed to save time and boost confidence, these easy-to-follow steps will teach you how to make clear requests, write for your reader, start strong and specific, and fix your mistakes. With a helpful checklist to keep you on track, you’ll learn to promote yourself and your ideas clearly and concisely, whether putting together a persuasive project proposal or dealing with daily email. Laura Brown’s supportive, no-nonsense approach to business writing is thoughtfully adapted to the increasingly digital corporate landscape. Complete with insightful sidebars from experts in various fields and easy-to-use resources on style, grammar, and punctuation, this book offers essential tools for success in the rapidly changing world of business communication.

The Only Business Writing Book You'll Ever Need

Everyone has experienced some level of discomfort when it comes to public speaking. Better Business Speech is a self-help book full of tricks, techniques, and shortcuts that are designed to prepare you for present and future speaking opportunities and challenges, so you can present your best self in a range of business situations.

Buying a Franchise

Better Experiences Better Solutions Better Business Better Business 2ce provides Introduction to Business instructors and students with an improved digital user experience that supports new teaching models, including: hybrid courses; active learning; and learning outcome-focused instruction. MyBizLab delivers proven results
in helping individual students succeed. It provides engaging experiences that personalize, stimulate, and measure learning for each student. For the Second Canadian edition, MyBizLab includes powerful new learning resources, including a new set of online lesson presentations to help students work through and master key business topics, a completely re-structured Study Plan for student self-study, and a wealth of engaging assessment and teaching aids to help students and instructors explore unique learning pathways.

101 Ways to Improve Your Business Writing

DON’T LET YOUR WRITING HOLD YOU BACK. When you’re fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it’s a skill you must cultivate to succeed: You’ll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you: • Push past writer’s block • Grab—and keep—readers’ attention • Earn credibility with tough audiences • Trim the fat from your writing • Strike the right tone • Brush up on grammar, punctuation, and usage