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Julian Gaspar, Leonard Bierman, James Kolari, Richard Hise, L. Murphy Smith

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Introduction to Business Julian Gaspar, Leonard Bierman, James Kolari, Richard Hise, L. Murphy Smith This text stands apart from other entries in the market for its ability to make the fundamentals of business understandable, functional, and relevant to students with little or no business background. Gaspar et al. is the first cross-functionally authored text in the marketplace. Each author--a recognized authority in his field--brings his own expertise to the course while keeping the discussion focused and concise for introductory level students. Recognizing that contemporary business, regardless of where it is conducted, will be heavily influenced by rapid globalization, advances in technology, and enforcement of ethical standards, the authors focus on these three hot button themes--Global Business, Technology and Business, and Ethics in Business--throughout the text. In addition, the strategies and operations of three major companies--DaimlerChrysler, McDonald's, and Sony--reflecting three dynamic regions of the world, i.e., Europe, North America, and Asia respectively, are also spotlighted throughout the text.

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