Business Foundations: A Changing World
11th Edition
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Business Foundations: A Changing World carefully blends exciting content and resources with application examples, activities, and fresh topics to give students a firm grounding in real-world business principles.

✓ NEW Bonus Chapters & Appendix. Visit create.mheducation.com to customize your book with bonus chapters (legal and regulatory environment, personal & financial planning) and new basics of risk management Appendix.

✓ NEW Building Your Business Plan and Application Exercises in Connect® allow students to practice real business situations, stimulate critical thinking, and reinforce key concepts. See assignment descriptions, other side.

✓ NEW Active Class Resource Manual, carefully developed to promote stronger student retention with active learning exercises for face-to-face, hybrid, and online course formats to bring students closer to the concepts.
In addition to SmartBook and new mobile, offline eBook, Connect® for Business Foundations: A Changing World 11th edition includes...

- 8 NEW “See for Yourself” end-of-chapter video cases
- NEW Building Your Business Plan exercises for every chapter and Business Plan appendix help students build a successful business plan.
- UPDATED Manager’s Hot Seat Videos put students in the role of manager, immersing them in unscripted video vignettes to see how real managers in deal with difficult employees and complex situations. Students learn from the manager’s mistakes and use experience to define their own course of approach.
- 16 iSeeit! Video Animations — What is the accounting cycle? What are line vs. staff employees? Concepts such as these are confusing to students the first time – help them understand with these engaging, contemporary animations.
- Solve the Dilemma end of chapter features give students an opportunity to think creatively in applying chapter concepts to hypothetical situations applicable to the real world.
- Running Video Case featuring McFarlane Toys founder and entrepreneur Todd McFarlane, to help students connect all functions of the organization through one familiar, interesting company.
- “So You Want to be a …” career choice features in each chapter give helpful suggestions, advice, and resources as students consider their future careers.

Contact your local representative for a detailed list of chapter updates and learn more at bit.ly/introduction2business

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