



Introduction to Business

Jeff Madura

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Motivate your students to learn about business and make it easy and enjoyable for them to understand key business concepts! *Introduction to Business Fifth Edition* provides the foundation of business knowledge that will enhance your students' performance in any kind of future job.

- Business valuation theme a" illustrates how the key business concepts affect the performance and value of a business. This textbook makes it easy for students to understand the major types of business decisions and how those decisions can affect a firma's value.
- Business planning perspective a" the flow of topics reflects the typical evolution of a business including the stakeholders that a business must serve responsibilities of a firm to its stakeholders and the firma's exposure to the environment.
- Reinforcement of key concepts a" eight different end-of-chapter exercises reinforce the concepts within the chapter. Some exercises focus on large publicly traded firms while others focus on small firms. Addition projects give students a closer look at business functions and decisions. The wide selection of exercises and projects enables instructors to structure their course to fit their style and their students.
- Self-Assessment a" the end of each chapter has a large self-assessment section in which students can test themselves on key terms and their use of business logic. Self-tests check the comprehension of key concepts. There is a self-test at the end of each part and additional self-assessment resources on the Internet Resource Center.

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