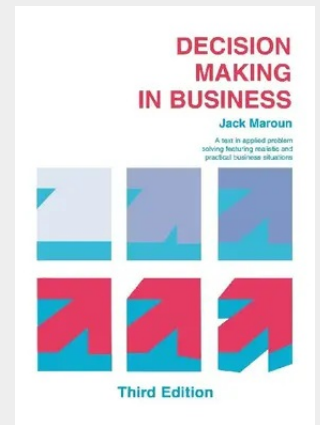


Decision Making in Business

Decision Making in Business is a versatile casebook for business and management courses. It features 34 realistic, functional business situations portrayed by 16 business professionals. The cases are short and varied, allowing instructors maximum flexibility. Each case is set up independently, so that the cases may be completed in any sequence. Students are exposed to a much broader spectrum of topics than is available in the cases that accompany most introductory business texts. The Third Edition has been completely revised and updated. Objective questions now follow each case, which facilitates instructor evaluation of student comprehension. There are also additional applications-oriented discussion questions. In addition to gaining early exposure to case analysis, students actually enjoy doing the problem solving necessary for each business situation. The book eases the job of teaching by stimulating classroom interaction and promoting active learning. Students learn to think about actual, real-world situations and how to make business decisions for themselves. Decision Making in Business stands alone or can be used to supplement another text. A comparative matrix enables instructors to integrate the case book into the course with a minimal amount of effort. It correlates the cases with appropriate chapters in the most commonly used introductory business texts. Instructors will find comprehensive pedagogical support in the accompanying Instructor's Manual/Testing Program which features: * Case objectives * Key terms * Additional points for consideration * Major and minor case issues * Test bank of additional objective questions * Answer thrusts to discussion questions * Answer keys for the objective questions

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139,00 €

139,00 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780195329643

Medium: Buch

ISBN: 978-0-19-532964-3

Verlag: Oxford University Press

Erscheinungstermin: 01.01.1991

Sprache(n): Englisch

Auflage: 3. Auflage 1991

Produktform: Kartoniert

Gewicht: 479 g

Seiten: 170

Format (B x H): 210 x 297 mm

