

Understanding Business William Nickels

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understanding business by nickels mchugh and mchugh has been the number one textbook in the introduction to business market for several editions for three reasons 1 the commitment and dedication of an author team that teaches this course and believes in the importance and power of this learning experience 2 we listen to our customers and 3 the quality of our supplements package we consistently look to the experts full time faculty members adjunct instructors and of course students to drive the decisions we make about the text itself and the ancillary package through a series of focus groups symposia as well as full book single chapter revised manuscript reviews of both text and key ancillaries we have heard the stories of more than 600 professors and their insights and experiences are evident on every page of the revision and in every supplement as teachers of the course and users of their own materials the author team is dedicated to the principles of excellence in business education from providing the richest most current topical coverage to using dynamic pedagogy that puts students in touch with today s real business issues to creating groundbreaking and market defining ancillary items for professors and students alike understanding business leads the way

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