

Business Management


By James L. Burrow, Brad Kleindl


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With the focus shifted to business management, BUSINESS MANAGEMENT 13E, formerly Business Principles and Management, approaches business operations from the entrepreneurial and management perspective. Finance, marketing, and human resources are some of the topics explored. A new introductory chapter has been added that provides an overview of management, discusses the history of management, and compares management approaches and philosophies. An additional new chapter focuses on data analysis and decision-making, demonstrating the importance of math, statistics, and quantitative decision-making. BUSINESS MANAGEMENT 13E provides business management concepts and principles in a realistic, investigative, and enriching manner. All the functions of business management are covered extensively, including the use of technology and communication as tools of business. Enjoy exploring the global dimension of business and possible career opportunities as this text brings the world of business to your class.

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