

1. Record Nr.	UNINA9910154955803321
Autore	Solomon Michael R.
Titolo	Better business / / Michael R. Solomon, Mary Anne Poatsy and Kendall Martin
Pubbl/distr/stampa	Harlow, England : , : Pearson, , 2016 ©2016
Edizione	[Fourth edition, Global edition.]
Descrizione fisica	1 online resource (600 pages) : color illustrations, photographs
Collana	Always Learning
Disciplina	650
Soggetti	Business Commerce Entrepreneurship
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Better Business, GLOBAL EDITION -- Half Title Page -- Title page -- Copyright -- Dedication -- Brief Contents -- Contents -- About the Authors -- Acknowledgments -- Reviewers -- Preface -- Letter from the Authors -- Prologue -- Part 1: LOOKING AT THE BUSINESS ENVIRONMENT -- CHAPTER 1: Business Basics -- The Business Landscape -- Business Defined -- The Factors of Production -- THE LIST: Ten Tech Entrepreneurs-Under 30. Very Successful -- Common Business Challenges and Opportunities -- Competition -- ON TARGET: Nantucket Nectars: Tom and Tom's Partnership -- BizChat: Apple: Taking a Bite Out of Microsoft? -- Social Environment -- Globalization -- Technological Changes -- Types of Businesses -- Local and Regional Businesses -- National Businesses -- Multinational (International) Businesses -- Taking Business Personally -- Chapter 1: Summary -- Key Terms -- Self Test -- Team Time -- Ethics and Corporate Social Responsibility -- Web Exercises -- References -- CHAPTER 2: Economics and Banking -- The Basics of Economics -- Economics Defined -- Economic Systems -- Planned Economic Systems -- Market Economies -- Mixed Economies -- Business and Economics -- Determining Price: Supply and Demand -- Supply -- Demand -- Factors That Determine Price -- Factors That Affect Demand -- Factors

That Shift Supply -- Degrees of Competition -- Monopolies -- ON TARGET: Keurig's Monopoly -- Duopolies and Oligopolies -- Monopolistic Competition -- BizChat: Is Sirius XM Radio a Monopoly? -- Perfect Competition -- Economic Indicators -- Gross Domestic Product -- THE LIST: Countries by GDP, 2012 -- Consumer and Producer Price Indices -- The Unemployment Rate -- BizChat: How Much Money Do You Need to Get By? -- Productivity of Firms -- Government and the Economy -- Economic Policies -- Fiscal Policy. OFF THE MARK: The Dodd-Frank Act and the Consumer Financial Production Bureau -- Monetary Policy -- Reserve Requirements -- Short-Term Interest Rates -- Open Market Operations -- Chapter 2: Summary -- Key Terms -- Self Test -- Team Time -- Ethics and Corporate Social Responsibility -- Web Exercises -- References -- CHAPTER 3: Ethics in Business -- Ethics: The Basics -- Ethics Defined -- Systems of Ethical Conduct -- Personal Ethics -- BizChat: Can Living Ethically Make You Happy? -- Personal Ethics Meets Business Ethics -- You as a Person and as an Employee -- Identifying a Company's Ethics -- Corporate Social Responsibility -- The Five Pillars of Corporate Social Responsibility -- OFF THE MARK: Marketing Campaign Meets Ethics -- THE LIST: Nine Causes Americans Think Charities Should Focus On -- The Conflict of CSR in the Business Environment -- The Benefits of CSR -- Measuring CSR -- BizChat: Corporations as People -- CSR and Social Networking -- The Challenges of CSR -- The Effects of CSR on Society -- The Effects of Individuals on CSR -- Dangers of a Weak Ethical Focus -- Legal Regulations and Legal Compliance -- Recovering from Weak Ethical Conduct -- Business Opportunities Created by Ethical Needs -- Creating New Markets with an Ethical Focus -- Businesses Going Green -- How Businesses Develop an Ethical Environment -- Ethical Focus from the Start -- Ethical Focus Every Day -- ON TARGET: Playing the Ethics Game -- Chapter 3: Summary -- Key Terms -- Self Test -- Team Time -- Ethics and Corporate Social Responsibility -- Web Exercises -- References -- CHAPTER 4: Business in a Global Economy -- What Is Globalization? -- THE LIST: Powerful People to Know -- The Effects of Globalization -- Reasons for the Rise in Globalization -- Global Business Trends -- THE LIST: Countries in Which It Is Easy to Start a Business, 2013 -- International Trade. International Competition -- Fostering Competitiveness -- The Benefits and Costs of International Trade -- Free Trade and Protectionism -- Types of Trade Barriers -- Trade Barriers: Winners and Losers -- International Organizations Promoting Free Trade -- Regional Free Trade Agreements -- Conducting Business Internationally -- International Business Strategies -- Entering Foreign Markets -- The Advantages and Disadvantages of Each Entry Mode -- International Business: Economic Factors and Challenges -- The Role of Exchange Rates -- THE LIST: Top U.S. Trading Partners, 2014 -- BizChat: Which Is Better-A Strong Dollar or a Weak Dollar? -- Other Economic Challenges to Conducting International Business -- Creating Successful International Businesses -- Sociocultural Challenges -- OFF THE MARK: International Business Blunders -- Political Challenges -- Legal Challenges -- Ethical Challenges -- Chapter 4: Summary -- Key Terms -- Self Test -- Team Time -- Ethics and Corporate Social Responsibility -- Web Exercises -- References -- MINI CHAPTER 1: Business Law -- Part 2: STARTING AND STRUCTURING A BUSINESS -- CHAPTER 5: Small Business and the Entrepreneur -- Small Business: The Mainstream of the American Economy -- Small Business and the Economy -- Small Business and the Workforce -- Reasons for Starting a Small Business -- THE LIST: Ten Great Industries for Starting a Business -- The Impact of Technology on Small Businesses -- Social Media and Mobile Marketing

-- OFF THE MARK: iSmell -- Entrepreneurs and the American Dream -- The Traits of Successful Entrepreneurs -- Types of Entrepreneurs -- Entrepreneurial Teams -- ON TARGET: Origami Owl -- Buying Franchises and Existing Businesses -- Franchising Basics -- Pros and Cons of Franchising -- Franchising Considerations -- Buying an Existing Business -- The Risks of Small Businesses and Where to Get Help.

Why So Many Small Businesses Fail -- BizChat: What's in a Name? -- Getting Help -- Financing Considerations -- Cash and Credit -- Small Business Loans and Grants -- Angel and Venture Capital Financing -- BizChat: Conducting a SWOT Analysis -- Chapter 5: Summary -- Key Terms -- Self Test -- Team Time -- Ethics and Corporate Social Responsibility -- Web Exercises -- References -- CHAPTER 6: Forms of Business Ownership -- Sole Proprietorships -- Starting a Sole Proprietorship -- Advantages and Disadvantages -- Partnerships -- Advantages and Disadvantages of Partnerships -- Elements of a Partnership Agreement -- BizChat: How Do You Find the Right Business Partner? -- Types of Partnerships -- Corporations -- Advantages of Incorporation -- Structure of a Corporation -- Disadvantages of Incorporation -- S Corporations -- Limited Liability Companies -- Comparing Forms of Ownership -- Not-for-Profit and Cooperatives -- THE LIST: Largest Not-for-Profit Organizations -- Not-for-Profit Organizations -- Cooperatives -- Mergers and Acquisitions -- Mergers versus Acquisitions -- Advantages of Mergers and Acquisitions -- OFF THE MARK: AOL-Time Warner Merger -- Types of Mergers -- Disadvantages of Mergers -- Chapter 6: Summary -- Key Terms -- Self Test -- Team Time -- Ethics and Corporate Social Responsibility -- Web Exercises -- References -- MINI CHAPTER 2: Constructing an Effective Business Plan -- Part 3: MANAGING A BUSINESS AND EMPLOYEES -- CHAPTER 7: Business Management and Organization -- The Foundations of Management -- Business Management -- Levels of Management -- OFF THE MARK: How Are Managers Responsible for Employee Behavior? -- The Skills of Successful Managers -- BizChat: Social Media: How Do Web-Based Tools Make Time Management Easier? -- Strategic Planning -- Vision and Mission Statement -- SWOT Analysis -- Tactical and Operational Planning.

Contingency Planning -- The Functions of Management: Organizing -- Organization Structures -- Changing Structures -- Alternative Organizational Structures -- THE LIST: Bits of Advice for Managers -- The Functions of Management: Controlling -- Controlling to Stay on Course -- Control Strategies -- ON TARGET: Pest Control Company Controls Its Fleet -- Chapter 7: Summary -- Key Terms -- Self Test -- Team Time -- Ethics and Corporate Social Responsibility -- Web Exercises -- References -- CHAPTER 8: Motivation, Leadership, and Teamwork -- Motivation -- Personal Motivation -- Motivating Employees -- Traditional Theories of Motivation -- Motivational Theories in the Modern Workplace -- Evolution of Motivational Theories -- Leadership -- Traits of Leadership -- OFF THE MARK: Masataka Shimizu -- Leadership and Corporate Culture -- BizChat: Do You Have to Be Tall to Be a Leader? -- ON TARGET: Southwest Airlines -- Teamwork -- The Advantages of Teams in the Workplace -- The Challenges of Teams in the Workplace -- Best Practices for Teams -- ON TARGET: Red Teamers in the Military -- Your Role on a Team -- Chapter 8: Summary -- Key Terms -- Self Test -- Team Time -- Ethics and Corporate Social Responsibility -- Web Exercises -- References -- CHAPTER 9: Human Resource Management -- Human Resource Management -- Managing Staffing Needs -- BizChat: Social Media and Privacy -- Hiring -- Training and Evaluating Employees -- Training

Methods and Requirements -- Performance Appraisals and Alternatives
-- Compensating, Scheduling, Promoting, and Terminating Employees
-- Compensation Strategies -- Benefits -- Alternative Scheduling and Work Arrangements -- Contingent Workers -- Promotions -- THE LIST: Top 10 Ways to Get Promoted -- Terminating Employees -- Retirement
-- Managing Workplace Diversity -- Benefits and Challenges of Diversity.
OFF THE MARK: One Diversity Training Does Not Fit All.

Sommario/riassunto

For introduction to business courses. A better way to learn business. Better Business offers the business content students need, but in a better way. By presenting the material in a stimulating Q&A format, Better Business encourages students to come to class prepared to have better conversations and a truly engaging classroom experience. One of the most significant shifts in the business environment since the first edition of Better Business is the explosive growth of social media in all parts of business. The Fourth Edition of Better Business continues to feature social media strategies and technologies in over 85% of its chapters, as well as significant updates to the technology chapter. MyBizLab® is not included. Students, if MyBizLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN. MyBizLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information. MyBizLab is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.
