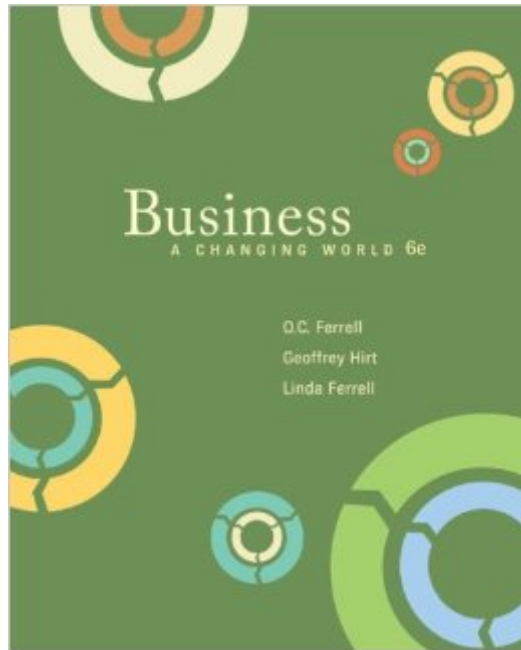


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Business: A Changing World



Synopsis

Business: A Changing World is the fastest growing introductory business textbook on the market, and for a simple reason. Unlike most brief textbooks on the market, which are trimmed and spliced from much longer works into an approximation of an essentials edition, Ferrell/Hirt/Ferrell is written from the ground up to be brief, lean, and flexible enough to enable you to cover just the topics you want at the level of depth you want, plus it doesn't inherit out-dated examples from a hardback derivative. With market-leading teaching support and the most up to date content available, Business: A Changing World represents the best value available in the brief Introductory Business market. What sets Ferrell apart? An unrivaled mixture of topical depth, current content and the best teaching support around.

Book Information

Paperback: 624 pages

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Average Customer Review: 4.2 out of 5 stars Â See all reviews Â (49 customer reviews)

Best Sellers Rank: #1,341,972 in Books (See Top 100 in Books) #96 in Â Books > Engineering & Transportation > Engineering > Aerospace > Aerodynamics #1184 in Â Books > Textbooks > Science & Mathematics > Mechanics #4034 in Â Books > Textbooks > Business & Finance > Management

Customer Reviews

The book contains useful information. You can use it for one-semester college course. Chapters were written in a simple and straightforward manner, very easy to understand. I recommend this to all.

always has great prices on textbooks. I always seem to purchase textbooks and then never even open them. That is the case with this particular book, so I can't speak to it's contents. If it's required, you have to buy it anyway, so I suppose the cost is the most important aspect of a textbook review.

I needed this book for a class that I am taking. The college book store was out of them and I didn't want to start the semester waiting for my book to show up. It was about 10 bucks cheaper than it would have been in the book store and I got it in two days.

I got this for school, but I'm going to keep it. It was simple and easy. It is great for those who just learning about business. That why I had to get it for Intro to Business Class. Only problem is there was a few type-o, but nothing to hinder learning.

If you are just beginning in the world of business, this will give you plenty of background to get started. If you have been in the business world, this book will be a little too elementary for you. I am using it for a college level class, but since I am a return student, it is very basic. I could always use a little brushing up on some of the subject matter so I am forgin ahead.

Faculty, students and anyone else shopping for a basic introduction to business textbook, be warned - this book is cheap and readily demonstrates why if you critically assess what it offers (or does not). McGraw Hill Irwin should be ashamed for ever allowing it to be published in its available form. One does not have to look far to find factual errors of every kind. Some are no-brainers such as the page 149 reference to defense contractor "Lockheed Martin" with the name reversed to "Martin Lockheed" (were the writers disgruntled former shareholders of Martin Marietta?). But perhaps even more egregious are technical inaccuracies such as a notation but two pages earlier that an S Corporation restricts shareholders to 35, rather than the correct membership number of 75. Such errors in a textbook designed for beginning students of the business discipline are unpardonable. The publisher must take responsibility not only for the disastrous outcome of the basic text but also the weak supplements including a poorly retreaded video series that includes several out-of-date experiences that do little if anything to engage students in the exciting world of contemporary business. All in all, a fairly poor effort on the part of authors O.C. Ferrell and Geoffrey Hirt. The book is one of the least expensive of its type on the market and certainly argues that instructor and student get what is paid for, at least in this case. For the serious business student, consider the Boone and Kurtz authored "Contemporary Business." The Thompson Publishing firm will produce customized softcover verions of the latter for just a bit more in price and the results will far exceed anything offered in the disappointing "Business: A Changing World."

The book came on time as described. I would definitely purchase from this seller again. Also, on

context, the book is really relevant to the business world, and I can foresee using examples from it to aid me in my day to day work.

The language is very smooth and easy to read. The illustrations make sense and are relevant.

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