



Business Principles, Practices and Guidelines

John Ivancevich, Thomas N. Duening

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As we move further into the 21st century, the business world is becoming even more global and ever-changing. New markets are continually emerging, the American economy is becoming more dominated by service businesses, and quality is the initiative of many firms. Demographic and lifestyle shifts are changing the way we shop, where we work, and how we live. Students who understand the business environment and the changes occurring will be more likely to succeed than those who do not. Ivancevich and Duening use principles, guidelines, and practices to illustrate and frame how all of the many aspects of business impact our lives every day as employees, consumers, and owners.

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