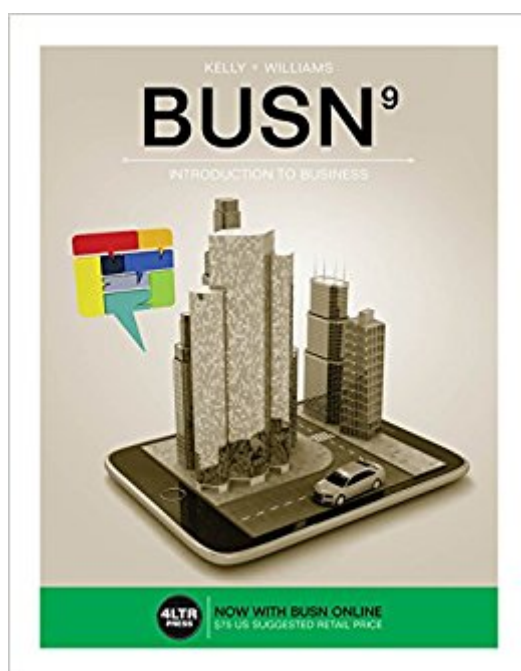


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Book Information

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Marcella Kelly teaches the Introduction to Business course at Santa Monica College. In addition to her well-recognized expertise in the areas of marketing and management, Ms. Kelly has extensive industry experience in today's business environment. Ms. Kelly earned her master's degree from UCLA and balances her firsthand business experience with strong teaching credentials built through years of experience in the classroom.

Chuck Williams is Dean of the College of Business at Butler University. Dr. Williams previously served as Dean of the Eberhardt School of Business at the University of the Pacific and as Associate Professor of Management at the M.J. Neeley School of Business at Texas Christian University. Dr. Williams has also served as Associate Dean and Chair of Management and has taught at Michigan State University and Oklahoma State University. Dr. Williams received his B.A. in psychology from Valparaiso University. He specialized in organizational behavior, human resources, and strategic management while earning his M.B.A and Ph.D. in business administration from Michigan State University. His research interests include employee recruitment and turnover, performance appraisal, and employee training and goal setting. Dr. Williams has published research in the JOURNAL OF APPLIED PSYCHOLOGY, the ACADEMY OF MANAGEMENT, HUMAN RESOURCE MANAGEMENT REVIEW, PERSONNEL

PSYCHOLOGY, and the ORGANIZATIONAL RESEARCH METHODS JOURNAL. He was a member of the JOURNAL OF MANAGEMENT's editorial board and currently serves as a reviewer for numerous other academic journals. He was also Webmaster for the Research Methods Division of the Academy of Management.

The quality of the Kindle version was very good. However, the Kindle version does not give you include the access code that may be a part of your course requirement.

I ordered this textbook because it was required for and online class. It is one of the most interesting textbooks I've read though. It has lots of direct quotes and interesting facts. In my opinion reads kind of like a newspaper. I honestly don't like the idea of online teachers just assigning a chapter to read, but this book exceptional as textbooks go. I also like the online resources that come with it. The chapter quizzes have been especially helpful.

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