

Guides Students Through the Technological World of Business Today

The introduction to business course is an opportunity for students to investigate the breadth of business functions, and the positive impact that business has on our society and economic system. ***Business Foundations: A Changing World*** delivers a focused presentation of the essential material needed to teach introduction to business, while offering students an appreciation for the role of business in our economy and society.

The 12th edition reflects the latest developments in the business world: technologies such as artificial intelligence, blockchain, cryptocurrency, the sharing economy, transportation, and manufacturing technology. It also presents the transformational impact on global trade, relationships, and career opportunities that technology has on the business world.

Business Foundations: A Changing World is an unrivaled compilation of exciting application-focused content, activities, and examples that guides students through the technology-saturated world of business today.

Business Foundations: A Changing World

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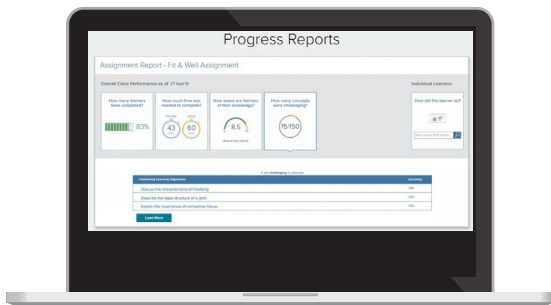
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