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Business in Action, 3/E is an introduction to business that provides readers with a wealth of the most current information available, allowing them to experience firsthand a variety of highly involving information that no other book on the market can match. Numerous cases and examples simplify the material, encourage active reading, and provide a life-long useful reference source. Topics include: the global economy, starting and organizing a small business, management issues, human resources and employee relations, marketing strategies, and financial information and resources. An excellent resource for managers, corporate trainers, and those interesting in owning and operating small to medium businesses; this book is also a must-read for people just entering the corporate job market.