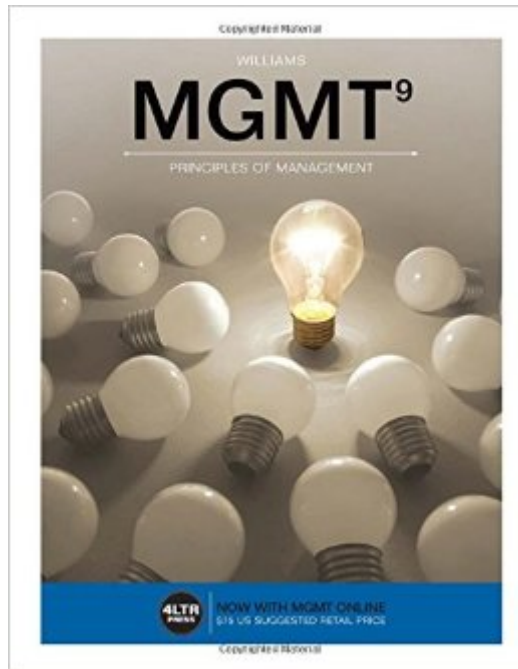


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MGMT (with MGMT Online, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)



Synopsis

Through ongoing research into students' workflows and preferences, MGMT9 from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards, and an innovative online experience - all at an affordable price. New for this edition, students explore MGMT9 anywhere, anytime, and on most devices with MGMT9 Online! With the intuitive StudyBits™ functionality, students study more effectively and can visually monitor their own progress. Coupled with straightforward course management, assessment, and analytics for instructors, MGMT9 with MGMT9 Online engages students of all generations and learning styles, and integrates seamlessly into your Management course. MGMT9 features Highlight boxes that are a part of Online experience. These boxes introduce students to key concepts and topics in each chapter and include a link that will take them directly to the section pertaining to the topic featured/discussed in the highlight box content. The print text has updated box features throughout the text that discuss how companies and individuals make management decisions each day. This keeps with the theme of providing students relevant examples.

Book Information

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Shorter Chapters In a design that's easy to reference, 4LTR Press presents marketing content in a more convenient and accessible style, complete with visuals to help you better recall the content.

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