

From the Authors

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Businesses today face constant change—change in their competitive landscape, change in their workforce, change in governmental regulation, change in economic conditions, change in technology, change in ... well, you get the idea. As we began to plan this revision, we too recognized the need for change. Changing demands from instructors, changing needs and preferences by students, and changing views on what material to cover in this course and how to cover it have all affected how we planned and revised the book.

A new editorial team was assembled to guide and shape the creation and development of the book. Along with suggestions from many loyal users, the business world itself provided us with dozens of new examples, new challenges, new successes and failures, and new perspectives on what they must do to remain competitive. And a new dedication to relevance guided our work from beginning to end. For example, we know that some business students will go to work for big companies. Others will work for small firms. Some will start their own business. Still others may join a family business. Nonbusiness students, too, as interested citizens, are curious about its “whys” and “hows.” So, we accepted the challenge of striving to make the book as relevant as possible to all students, regardless of their personal and career goals and objectives.

We also carefully reviewed the existing book line by line. Extraneous material was removed, and new material was added. Examples were updated or replaced with newer ones. We worked extra hard to make our writing as clear and as crisp as possible. More recent business practices and issues are included throughout the text. We’ve also engaged the student by opening each chapter with the question “What’s in It for Me?” We then answer that question by identifying the key elements in the chapter that are most central to the student’s future relationships to business—be it as employee, manager, consumer, investor, or interested citizen. And because so much work in modern organizations is performed by teams, we added a special team ethics exercise at the end of each chapter and reinstated the companion individual ethics exercises that have been so popular in previous editions.

These are just some of the many changes, additions, and improvements we’ve made to the book.

We are proud of what we have accomplished and believe that we have taken this book to a higher level of excellence. Its content is stronger, its learning framework is better, its design is more accessible, and its support materials are the best in the market. We hope that you enjoy reading and learning from this book as much as we enjoyed creating it. And who knows? Perhaps one day we can tell your story of business success to other students.