

# From the Authors

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Businesses today face constant change—change in their competitive landscape, change in their workforce, change in government regulations, change in the economy, 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 of students, and changing views on what material to cover in this course and how to cover it. These have all affected how we planned and revised the book. This time, though, we took change to a whole new level.

A new team of reviewers gave us great ideas about the content changes we needed to make, and a new editorial team was assembled to guide and shape the creation and development of the book. The business world itself provided us with dozens of new examples, new challenges, new success stories, and new perspectives on what businesses 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. So we accepted the challenge of striving to make the book as relevant as possible for all students, regardless of their personal and career goals and objectives.

We met this challenge by incorporating many new features in this edition (see the Preface for a list of these new features). We also carefully reviewed the existing book line by line. New material was added and older examples were updated or replaced with newer ones. We worked extra hard to make our writing as clear and as crisp as possible. We think that these changes will help make the material even more alive and personal for you.

We believe that we have taken this book to a new, higher level of excellence. Its content is stronger, its learning framework is better, its new design is more reader-friendly, and its support materials are the best on 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.

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