



Principles of Business (Marketing (modified))

By Les Dlabay, James L. Burrow, Brad Kleindl

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Editorial Review

Review

Unit I: BUSINESS IN THE GLOBAL ECONOMIC ENVIRONMENT. 1. Economic Decisions and Systems. 2. Economic Activity. 3. Business in the Global Economy. 4. Social Responsibility of Business and Government. Unit II: BUSINESS ORGANIZATION AND MANAGEMENT. 5. Business Organization. 6. Entrepreneurship and Small Business Management. 7. Management and Leadership. 8. Human Resources, Culture, and Diversity. 9. Career Planning and Development. Unit III: BUSINESS OPERATIONS AND TECHNOLOGY. 10. Marketing. 11. Business and Technology. 12. Financial Management. 13. Production and Business Operations. 14. Risk Management. Unit IV: PERSONAL FINANCIAL MANAGEMENT. 15. Consumers in the Global Economy. 16. Money Management and Financial Planning. 17. Banking and Financial Services. 18. Consumer Credit. 19. Savings and Investment Strategies. 20. Insurance. Appendix A. Using a Calculator and Computer Keypad. Appendix B. Math Review. Appendix C. Determining Percentages and Interest in Business. Appendix D. Using Measurements in Business. Glossary. Index.

About the Author

Les R. Dlabay, Ed.D. is Professor of Business in the Department of Economics and Business at Lake Forest College in Illinois. He has taught more than 30 different business courses in high school, community college, university, teacher preparation, and adult education programs. Dr. Dlabay has presented more than 300 teacher workshops and seminars emphasizing interactive learning strategies, including team projects and field research activities. His "hobbies" include a cereal package collection (from over 100 countries) and banknotes from 200 countries; these are used to teach economic, cultural, and political aspects of global business. In an effort to prepare students to do business in varied economic settings, Professor Dlabay makes extensive use of class assignments related to world hunger, poverty, micro-finance, and micro-enterprise.

James L. Burrow, Ph.D., has a background in marketing and human resource development. He works regularly with the business community and other organizations as a consultant on marketing and performance improvement strategies including the use of the Internet as an education and training resource. He recently retired from the faculty of North Carolina State University, where he served as the coordinator of the graduate Training and Development Program for over fifteen years. Dr. Burrow received degrees from the University of Northern Iowa and the University of Nebraska in marketing and marketing education.

Brad A. Kleindl, Ph.D., is dean of the School of Business at Park University in Kansas City, Missouri. He previously served as dean and professor of marketing of The Robert W. Plaster College of Business Administration at Missouri Southern State University. He has authored and co-authored six books and more than 60 articles and conference papers. Dr. Kleindl has served twice as a Senior Fulbright Scholar, during 2007 in Austria and 2003 in South Africa. He has taught courses in consumer behavior, marketing research, principles of marketing, Internet marketing, international marketing, and has presented at conferences and industry meetings across the United States, Europe, Africa, and Asia.

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