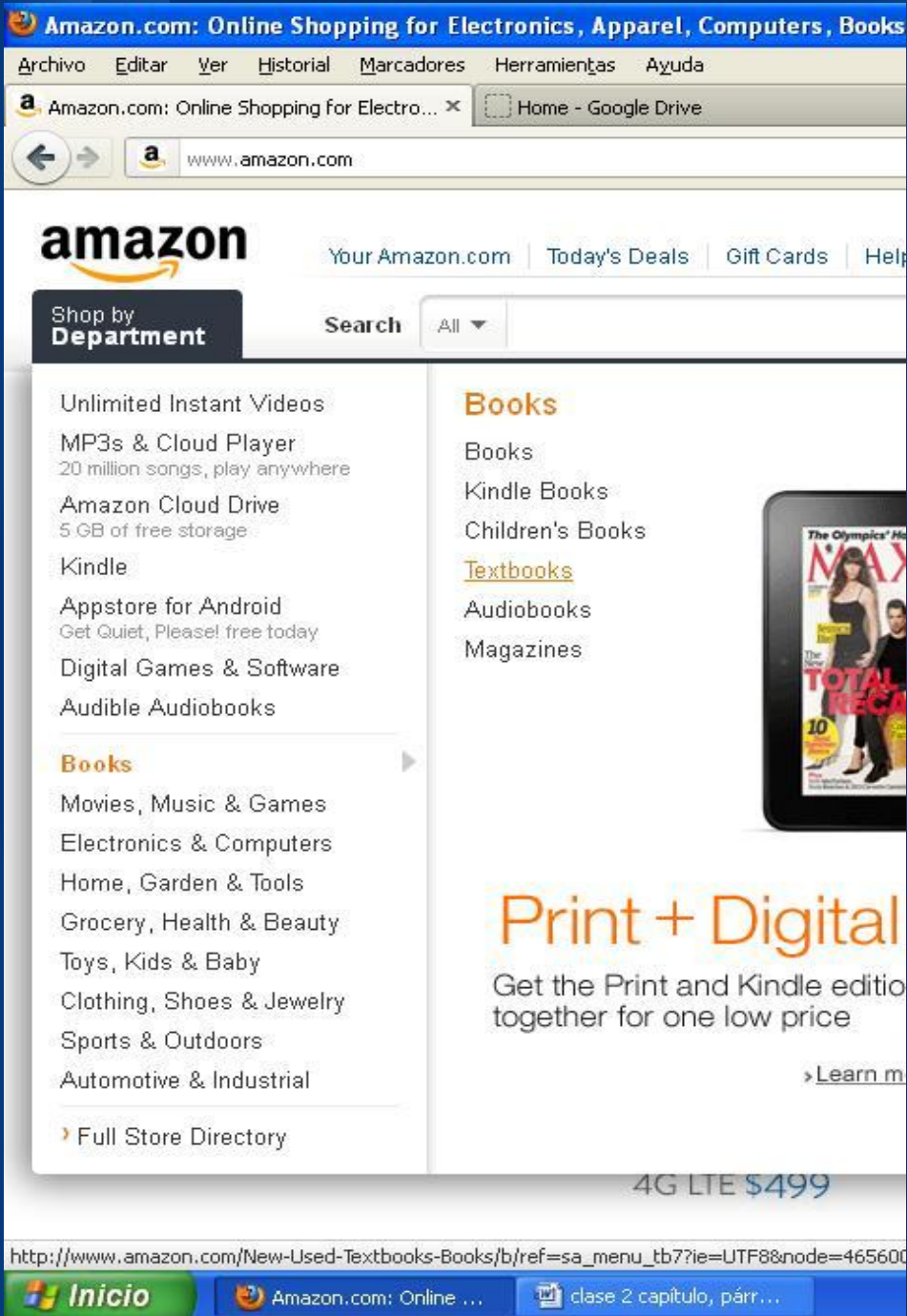




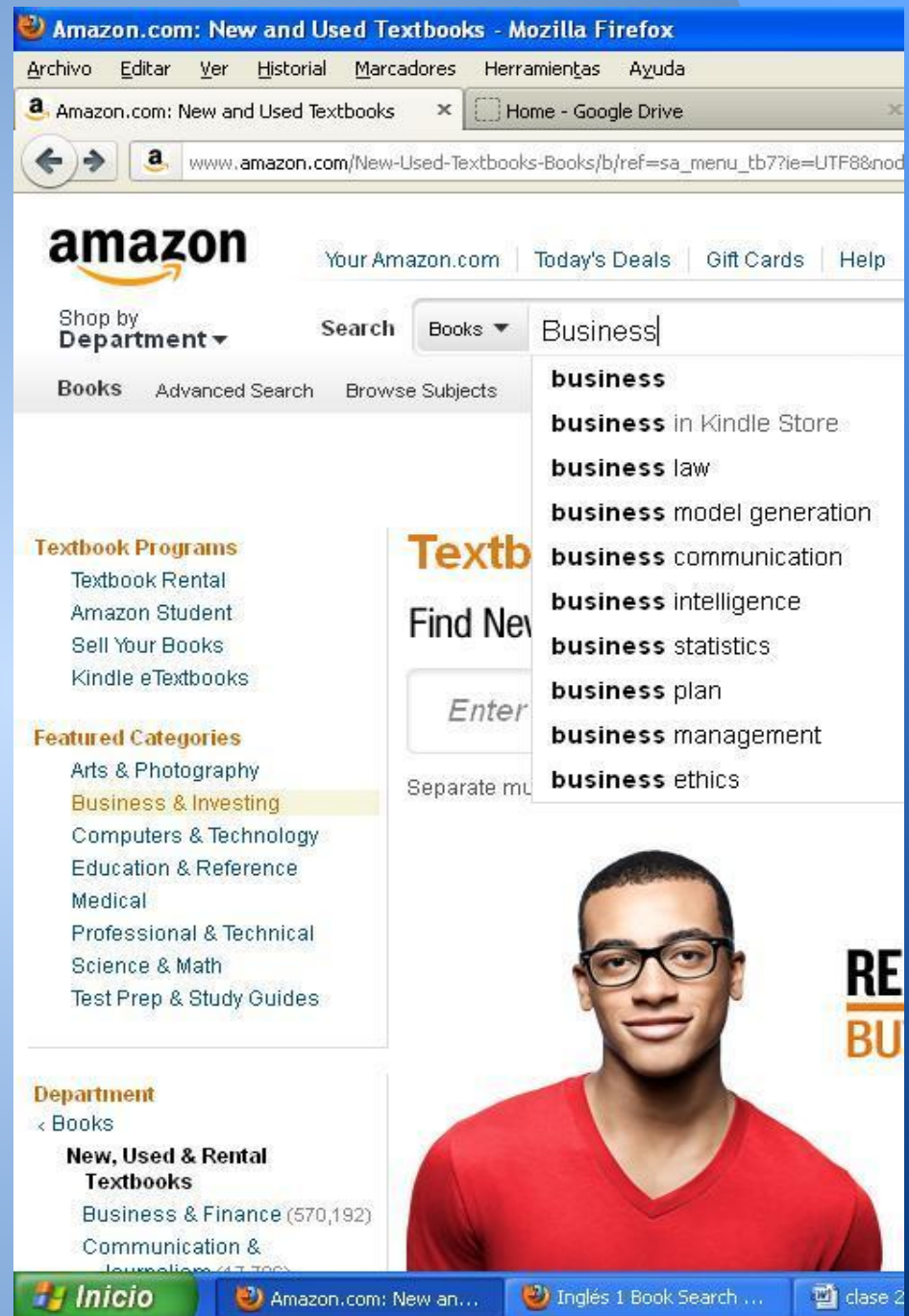
Búsqueda de libros en Internet:

- 1) Ir a *www.amazon.com*
- 2) Seleccionar *Books* y luego *textbooks* desde el listado de la izquierda

3) Nuevamente en el sector de la izquierda seleccione dentro de *Featured Categories* ó *Department* el tema que más se relacione con su carrera o

4) Directamente escriba en el sector de búsqueda (search) un término clave como ser "*business*"

5) Presione "go" y le aparecerá un listado de libros relacionados a la búsqueda



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Professional & Technical (1,000,918)
 Education & Reference (210,693)
 History (151,517)
 Self-Help (14,421)
 Teen (2,595)
 Health, Fitness & Dieting (22,917)
 Religion & Spirituality (8,810)
 Literature & Fiction (16,021)
 Mystery, Thriller & Suspense (767)
 Politics & Social Sciences (88,385)
 Law (47,271)
 Crafts, Hobbies & Home (17,475)
 Science & Math (71,763)
 Romance (830)
 Parenting & Relationships (2,057)
 Arts & Photography (15,611)
 Computers & Technology (110,848)
 Science Fiction & Fantasy (353)
 Biographies & Memoirs (10,860)
 Medical Books (20,118)
 Christian Books & Bibles (3,647)
 Children's Books (9,414)
 Humor & Entertainment (12,820)
 Sports & Outdoors (7,925)
 Cookbooks, Food & Wine (15,293)
 Comics & Graphic Novels (570)
 Travel (13,630)
 Gay & Lesbian (476)
 Calendars (889)

Format

Paperback (850,468)
 Hardcover (207,394)
 Kindle Edition (43,980)
 Audible Audio Edition (1,382)
 HTML (429,825)
 PDF (339,810)
 Audio CD (116,062)
 Board Book (465)
 Audio Cassette (2,580)
 School Binding (135)
 MP3 CD (111)

Author

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1.  **Business** by William M. Pride, Robert J. Huggins
 ★★★★★ (41 customer reviews)
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 Usually ships in 1 to 3 weeks
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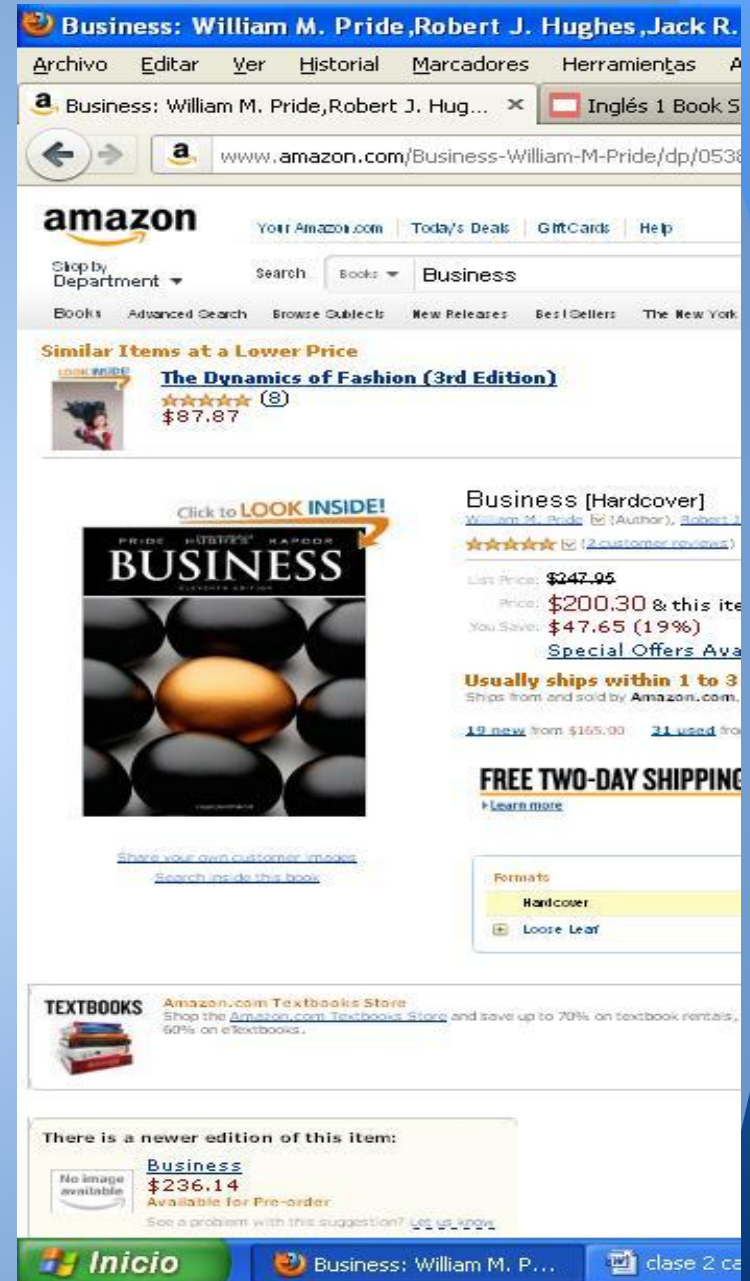
Todos los libros de la lista que se despliega con la leyenda "***Look inside***" podrán mirarse desde la pantalla.

Todos esos libros tienen vista de los elementos principales nombrados en esta clase y de algunas páginas de capítulos.

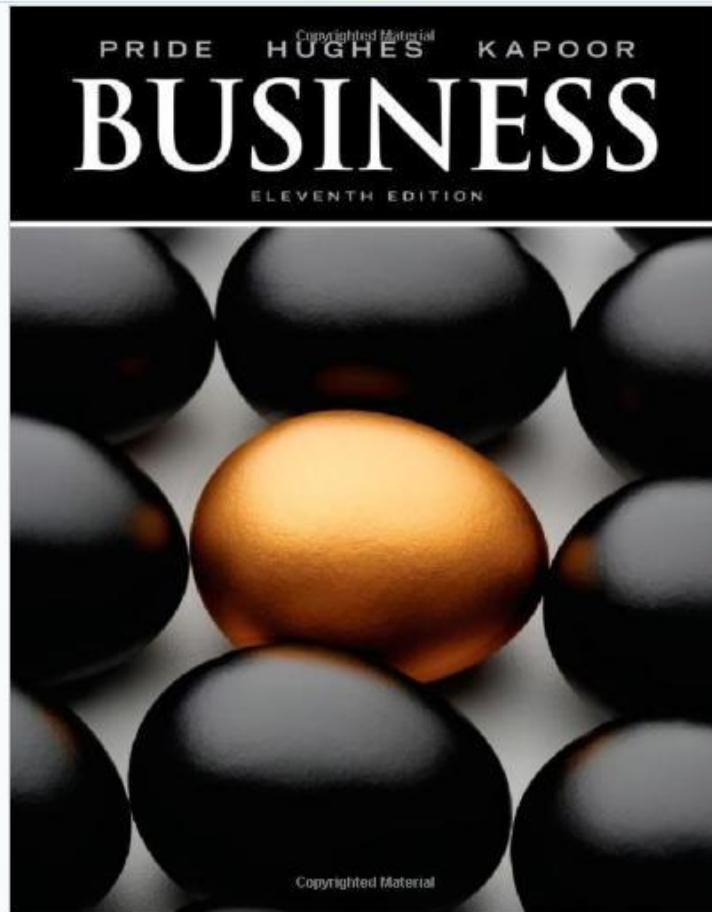
Veamos un ejemplo.

Al hacer *click* en uno de los libros de la lista que se despliega de la búsqueda, aparece el libro seleccionado sólo con sus datos generales y nuevamente con la flecha que dice "*Look inside*".

6) Hacer nuevamente click sobre la imagen y nos lleva al libro y a las partes mencionadas.



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A continuación se muestran los datos de publicación, el índice y otras páginas para que vea y pueda realizar sus propias búsquedas.



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2 Define *business* and identify potential risks and rewards.

Business: A Definition

Business is the organized effort of individuals to produce and sell, for a profit, the goods and services that satisfy society's needs. The general term *business* refers to all such efforts within a society (as in "American business"). However, a *business* is a particular organization, such as Kraft Foods, Inc., or Cracker Barrel Old Country Stores. To be successful, a business must perform three activities. It must be organized, it must satisfy needs, and it must earn a profit.

The Organized Effort of Individuals

For a business to be organized, it must combine four kinds of resources: material, human, financial, and informational. *Material* resources include the raw materials used in manufacturing processes as well as buildings and machinery. For example, Sara Lee Corporation needs flour, sugar, butter, eggs, and other raw materials to produce the food products it sells worldwide. In addition, this Illinois-based company needs human, financial, and informational resources. *Human* resources are the people who furnish their labor to the business in return for wages. The *financial* resource is the money required to pay employees, purchase materials, and generally keep the business operating. *Information* is the resource that tells the managers of the business how effectively the other three resources are being combined and used (see Figure 1.2).

Today, businesses are usually organized as one of three specific types. *Manufacturing businesses* process various materials into tangible goods, such as delivery trucks, towels, or computers. Intel, for example, produces computer chips that, in turn, are sold to companies that manufacture computers. *Service businesses* produce services, such as haircuts, legal advice, or tax preparation. Some firms called *marketing intermediaries* buy products from manufacturers and then resell them. Sony Corporation is a manufacturer that produces stereo equipment, among other things. These products may be sold to a marketing intermediary such as Best Buy, which then resells the manufactured goods to consumers in their retail stores.

Satisfying Needs

The ultimate objective of every firm must be to satisfy the needs of its customers. People generally do not buy goods and services simply to own them; they buy products and services to satisfy particular needs. Some of us may feel that the need for transportation is best satisfied by an air-conditioned BMW with stereo compact-disc player, automatic transmission, power seats and windows, and remote-control side mirrors. Others may believe that a Chevrolet Aveo with a stick shift will do just fine. Both products are available to those who want them, along with a wide variety of other products that satisfy the need for transportation.

When firms lose sight of their customers' needs, they are likely to find the going rough. However, when businesses understand their customers' needs and work to satisfy those needs, they are usually successful. Back in 1962, Sam Walton opened his first discount store in Rogers, Arkansas. Although the original store was quite different from the Walmart Superstores you see today, the basic ideas of providing customer service and offering goods that satisfied needs at low prices are part of the reason why this firm has grown to become the largest retailer in the world. Although Walmart has over 8,400 retail stores in the United States and 14 other countries, this highly successful discount-store organization continues to open new stores to meet the

business the organized effort of individuals to produce and sell, for a profit, the products and services that satisfy society's needs



Organization at its best! While all businesses need to be organized, imagine what would happen on this construction site if this construction business weren't organized. To be successful, this business must use material, human, financial, and information resources to construct a new office building.

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