Understanding Business Nickels 10th Edition

Buku Pengantar Bisnis ini disusun berdasarkan data dan informasi mengenai prinsip, konsep, dan teori serta praktik bisnis yang tersebar meluas di muka bumi dalam bentuk jurnal dan buku, ataukah laporan resmi lembaga tertentu. Buku ini bertujuan untuk merangkul, menyaring, dan memandatkan ajaran inti mengenai prinsip, konsep, teori dan praktik bisnis secara umum. Tujuan dasarnya adalah membangun dan membentuk prinsip, konsep, dan teori bisnis dalam praktik bisnis modern dengan dukungan Budaya lokal dan silang budaya internasional. Buku ini berisikan gambaran umum mengenai prinsip dan konsep bisnis, teori dan metode keilmuan, sistem-sistem ekonomi, kegiatan usaha perusahaan, bentuk-bentuk hukum perusahaan, kewirausahaan, produksi dan globalisasi bisnis, kepemimpinan, manajemenpemasaran dan manajemen keuangan dan berakhir di konsep ekonomi kreatif.
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Understanding Business has long been the market leader because we listen to instructors and students. With this eleventh edition we are proud to offer a platinum experience, that: Improves Student Performance—Understanding Business puts students at the center. It’s the only learning program on the market to offer proven adaptive technology that increases grades by a full letter through Connect® Business, and the only program to offer the first and only adaptive eBook ever, SmartBook. Enhances your Teaching—The authors are dedicated to supporting your teaching and your student’s learning, which is why they listen to YOU and develop resources based on YOUR suggestions and course needs. This is the only author-team on the market that carefully review each and every resource to ensure cohesion. Accessible to All—This learning program has moved toward tighter compliance with the Web Content Accessibility Guidelines, and provides students the opportunity to learn regardless of learning style or disability. What’s more, it earner a perfect score of 100 points possible by Quality Matters, an independent organization that reviews and certifies the quality of online courses and online components. Choose a platinum experience. Choose Understanding Business.
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PETUNJUK TEKNIS : Pengelolaan Rantai Pasokan, Pengelolaan Persediaan, Sistem Just-in-Time, Rencana Agregat, Rencana Kebutuhan Material, Penjadwalan dan Proyek Pengelolaan operasi tidak terlepas dari kegiatan melaksanakan fungsi perencanaan dan pengendalian terkait dengan: 1. Manajemen rantai pasokan (supply-chain management), 2. Manajemen persediaan (inventory management), 3. Sistem just-in-time, 4. Rencana agregat (aggregate planning), 5. Rencana kebutuhan material (material requirement planning), 6. Penjadwalan (scheduling), dan 7. Manajemen proyek

(project management) dalam mengerjakan tugas keseharian mengelola operasional perusahaan Selain manajer operasi, buku ini juga dapat digunakan di bidang akademik untuk bekal mahasiswa belajar mata kuliah manajemen operasi supaya lebih kaya pemahamannya akan manajemen operasi.

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ancillary package. Through focus groups, symposia, as well as extensive reviewing of both text and key ancillaries, we have heard the stories of more than 600 professors and their insights and experiences are evident on every page of the revision and in every supplement. As teachers of the course and users of their own materials, the author team is dedicated to the principles of excellence in business education. From providing the richest most current topical coverage to using dynamic pedagogy that puts students in touch with today's real business issues, to creating groundbreaking and market-defining ancillary items for professors and students alike, Understanding Business leads the way.

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Additional Editors Are F. H. H. Roberts, Jr., Melville Jacobs.

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This volume brings together a collection of selected (and revised) articles that were presented at the 11th Learning and Technology Conference held by Effat University in Jeddah, Saudi Arabia, in February 2014. The conference is an annual event that explores the latest research and practice in innovative technologies and their impact on education. The contributions to this volume are all authored by practicing academics and research students, with the central theme the realisation that learning and teaching are strongly influenced by technology and innovation. Schools, colleges and academic institutes took the lead in harnessing this technology and created innovative opportunities for learning that did not exist before, one of which being the field of e-Learning. One of the latest innovations in education is the introduction of Massive Open Online Courses (MOOCs), which represents an interesting development in the use of technology and innovation by providing opportunities for learning to massive numbers of students (regardless of their location) at almost no cost. This phenomenon is subject to a great deal of analysis in this book, and will provide an interesting read for students, teachers, decision makers and ordinary people. A particular strength of this book is that the contributors are drawn from, and represent, a number of cultural backgrounds, which provides a range of insights that is often missing from other publications on such important subjects.

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From marketing and sales to budgets, staffing, and clientele issues, The Business of Personal Training walks you through the business-based side of personal training while teaching you the valuable skills you'll need to start, build, and grow your business.

All You Need to Know About the Music Business by veteran music lawyer Don Passman—dubbed "the industry bible" by the Los Angeles Times—is now updated to address the biggest transformation of the music industry yet: streaming. For more than twenty-five years, All You Need to Know About the Music Business has been universally regarded as the definitive guide to the music industry. Now in its tenth edition, Donald Passman leads novices and experts alike through what has been the most profound change in the music business since the days of wax cylinders and piano rolls. For the first time in history, music is no longer monetized by selling something—it's monetized by how many times listeners stream a song. And that completely changes the ecosystem of the business, as Passman explains in detail. Since the advent of file-sharing technology in the late 1990s to the creation of the iPod, the music industry has been teetering on the brink of a major transformation—and with the newest switch to streaming music, this change has finally come to pass. Passman's comprehensive guide offers timely, authoritative information from how to select and hire a winning team of advisors and structure their commissions and fees; navigate the ins and outs of record deals, songwriting, publishing, and copyrights; maximize concert, touring, and merchandising deals; and how the game is played in a streaming world. "If you want to be in music, you have to read this book," says Adam Levine, lead singer and guitarist of Maroon 5. With its proven track record, this updated edition of All You Need to Know About the Music Business is more essential than ever for musicians, songwriters, lawyers, agents, promoters, publishers, executives, and managers—anyone trying to navigate the rapid transformation of the industry.

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Each chapter is written by recognized researchers who have been commissioned to survey a specific topic or emerging area of logistics. The first chapter, by Riopel, Langevin, and Campbell, develops a framework for the entire book. It classifies logistics decisions and highlights the relevant linkages to logistics decisions. The intricacy of these linkages demonstrates how thoroughly the decisions are interrelated and underscores the complexity of managing logistics activities. Each of the chapters focus on quantitative methods for the design and optimization of logistics systems.
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Includes glossary & index.
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