

About this Resource

An introductory textbook in business that covers a variety of topics: The Foundations of Business, Economics and Business, Ethics and Social Responsibility, Business in a Global Environment, Forms of Business Ownership, Entrepreneurship: Starting a Business, Management and Leadership, Structuring Organizations, Operations Management, Motivating Employees, Managing Human Resources, Union/Management Issues, Marketing: Providing Value, Accounting and Financial Information, and Personal Finances.



Fundamentals of Business: Canadian Edition

Business Faculty from Ontario Colleges
and eCampusOntario Program Managers

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