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Business foundations: a changing world

The given textbook, Business Foundations: A Changing World, is designed to provide students with an in-depth understanding of business functions and its impact on society and economy. With a focus on the latest developments in the business world, including COVID-19's effects on unemployment and supply chain, as well as emerging technologies like AI, blockchain, and predictive analytics, this textbook offers a comprehensive presentation of essential material. The book also explores diversity, equity, and inclusion, particularly in recruiting and hiring processes. Written by Geoffrey A. Hirt of DePaul University, Business Foundations: A Changing World is an unrivaled text that provides a compilation of exciting application-focused content, activities, and examples to guide students through the technology-saturated world of business today. The book is divided into six parts, covering topics such as starting and growing a business, managing for quality and competitiveness, creating the human resource advantage, marketing, financing the enterprise, and more. With its focus on real-world applications and emerging technologies, Business Foundations: A Changing World is an ideal textbook for introduction to business courses. The book's presentation of essential material makes it a valuable resource for students, while its application-focused content provides a unique learning experience. Dr. Hirt has a strong educational background, earning his PhD in finance from the University of Illinois at Champaign-Urbana and an MBA from Miami University of Ohio. He also holds a BA from Ohio Wesleyan University. Currently, he serves on the Deans Advisory Board and Executive Committee of DePaul's School of Music. Dr. Hirt is well-respected in his field, having served as president of the Midwest Finance Association and former editor of the Journal of Financial Education. He is also a member of the Pacific Pension Institute, which includes organizations like the Asian Development Bank and the European Bank for Reconstruction and Development. He has authored several textbooks, including "Foundations of Financial Management" with McGraw Hill, which has been translated into 14 languages and used in over 31 countries. Dr. Hirt enjoys golf, swimming, music, and traveling with his wife. Linda Ferrell is the Roth Family Professor of Marketing and Business Ethics at Auburn University's Raymond J. Harbert College of Business. She previously held positions at several universities, including Belmont University and the University of Memphis. Her work experience as an account executive for McDonalds and Pizza Hut supports her teaching of advertising, marketing strategy, and business ethics. Dr. Ferrell is a prolific researcher, publishing in numerous journals such as the Journal of Public Policy & Marketing, Journal of Business Research, and Journal of Marketing Education. She is also co-author of several books, including "Business Ethics: Ethical Decision Making and Cases" and "Management". O.C. Ferrell is Professor of Marketing at Colorado State University. He has held faculty positions at several universities including the University of Memphis, University of Tampa, Texas A&M University, Illinois State University, and Southern Illinois University, as well as visiting positions in Canada, USA, Germany, and Thailand. Dr. Ferrell received his B.A. from Florida State University and Ph.D. from Louisiana State University. His research interests include business ethics, corporate citizenship, and marketing. He is a leading teacher and scholar in business and has written articles for several publications. His textbook "Business Ethics: Ethical Decision Making and Cases" is widely used. Geoffrey A. Hirt is Professor of Finance at DePaul University and Director of Equity Research at Mesirow Financial. He received his Ph.D. from the University of Illinois, MBA from Miami University, and B.A. from Ohio-Wesleyan University. Geoff has taught investments, corporate finance, and strategic planning for over 30 years. His book "Fundamentals of Investment Management" is widely used in colleges and universities around the world. Linda Ferrell Dr. Linda Ferrell is a renowned marketing expert who has received numerous prestigious awards, including the Achievement Award from the Macromarketing Society and the Cutco Vector Distinguished Marketing Educator Award from the Academy of Marketing Science. She has co-founded Print Avenue, a solution-based printing company, and served as an expert witness in legal cases related to marketing and business ethics litigation. Dr. Ferrell has authored over 20 books and published more than 100 articles and papers in prominent journals such as Journal of Marketing Research, Journal of Marketing, and Journal of Business Ethics. She is currently the Roth Family Professor of Marketing and Business Ethics at Auburn University and has taught at several institutions including Belmont University, Colorado State University, and the University of New Mexico. Her extensive experience includes serving as an account executive for McDonald's and Pizza Hut's advertising agencies, which informs her teaching on advertising, marketing strategy, marketing ethics, and marketing principles. Dr. Ferrell is a past president of the Academy of Marketing Science and has served on various boards, including the college advisory board for Cutco/Vector and the Direct Selling Education Foundation. Dr. Hirt has held various senior roles, including overseeing overseas programs for the Business school, where he received the Spirit of St. Vincent DePaul award. He directed the CFA study program from 1987 to 2003 and is a visiting professor at the University of Urbino in Italy. Dr. Hirt holds a PhD in finance from the University of Illinois and an MBA from Miami University, as well as a BA from Ohio Wesleyan. He currently advises the Dean's Advisory Board at DePaul's School of Music.

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