

Mastering Management: Universal CD-ROM Edition, Version 1.0



Appropriate for undergraduate courses in Management or Organizational Behavior. Mastering Management is an interactive multimedia CD-ROM that uses video and interactive exercises to help students link the theory they learn in class with realistic business situations. The episodes and interactive exercises on the CD are based on CanGo, a fictional e-commerce startup that sells a variety of entertainment products and services online. The episodes show students how all the functional areas of business work together to ensure the growth of the company as well as how to apply business theories to CanGos daily operations.

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