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Our Team

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following:1.Incorporate new insights from scholarly research.2.Make sure the content covers all appropriate issues.3.Make sure the text is up-to-date with current events, statistics, and examples.4.Add new and insightful opening and closing cases in most chapters.5.Incorporate value-added global EDGETM features in every chapter.6.Connect every chapter to a focus on managerial implications.As part of the overall revision process, changes have been made to every chapter in the book. All statistics have been updated to incorporate the most recently available data. Currency is maintained through the integration of Connect and global EDGETM feature in every chapter.

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