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M&B3 (with CourseMate, 1 Term (6 Months) Printed Access Card)



Synopsis

Created by the continuous feedback of a "student-tested, faculty-approved" process, M&B delivers a visually appealing, succinct print component, tear-out review cards for students and instructors and a consistent online offering with CourseMate that includes an eBook in addition to a set of interactive digital tools all at a value-based price and proven to increase retention and outcomes. M&B, 3E's brief, focused approach reads more like a business periodical than a text. The thoroughly updated coverage addresses the modern framework of today's financial system in which both financial markets and banks play important roles. Numerous real business applications and an inviting writing style, infused with the latest financial examples, relate current money and banking topics to your everyday life and career. You'll find the most recent financial figures, memorable full-color photos, and access to Cengage's Global Economic Watch. Through CourseMate, you have access to a full suite of interactive learning resources including downloadable flash cards, interactive workshops, learning games and more to help you connect to the latest developments in money and banking today for long-term personal and career success.

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Customer Reviews

It's a very good book. Clear, simple, well explained and a lot of relevant information.

Easy to read at understand complicated stuff...

I got literally "new" book!! so nice

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