



Dietmar Vahs/Jan Schäfer-Kunz  
Introduction to Business Administration  
Textbook with examples and quizzes  
5th revised edition  
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## General Business Administration

Business administration can be exciting! An example from the car industry that extends throughout the text and many clear explanations guarantee the novice easy access to the field of business administration. The authors have provided well-formulated learning objectives, included pertinent illustrations and questions to help test the material presented as the reader goes along. In the fifth edition for the first time summaries and tasks are integrated and key terms have been emphasised. Now even more clearly structured with a 2-colour interior layout.

### About the Authors:

Dr. Dietmar Vahs, Professor of Business Administration with an emphasis on organisation and innovation management, Director of the Institute for Change Management and Innovation; Dr. Jan Schäfer-Kunz, Professor of Business Administration with an emphasis on accounting – both at the University of Esslingen.

### Intended Audience:

Students and lecturers of economics, business, and the social and engineering sciences; practitioners in further and continuing education.

### Key Features:

- A successful textbook – didactically improved
- With many additional examples and case studies
- Now with a two-colour interior layout