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EXPLORING MARKETING RESEARCH, 11E, provides a thorough guide to the design, execution, analysis, and reporting of marketing research to support effective business decisions. The text prepares students to approach marketing research from a management perspective rather than as hands-on practitioners, providing valuable business context

while introducing both traditional research methods, such as designing questionnaires, and the latest technological advances, including current data collection devices, data analysis tools, practical approaches to data analytics, and the impact of social media and artifactual online data. In addition to updates based on recent trends and technology, the new 11th Edition features an increased emphasis on ethical and international issues, reflecting their growing importance in

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modern marketing research.

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TARGET IIFT 2018 - Past (2005 - 2017) + 5 Mock Tests contains the detailed solutions of IIFT Question Papers from 2005 to 2017. The book also contains 5 Mock tests designed exactly as per the latest pattern of IIFT. The book also contains a General Awareness Question Bank containing 100+ MCQ's involving

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current issues similar to the ones asked in the actual exam.

An anthology of readings, legal perspectives, and cases in business ethics.

Ethical Theory and Business provides students with a strong understanding of ethics in business. Case studies, a discussion of ethical theory, and a diverse range of perspectives on specific topics give students the tools needed to address ethical situations in business and challenge them to think for themselves. Learning Goals

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Upon completing this book readers will be able to: *
Reflect on ethical and sustainable business practices *
Understand the role of ethics in all function areas of business including management, marketing, international business, human resources, finance, and accounting *
Discuss the most pressing issues confronting business leaders today

THE LEGAL ENVIRONMENT OF BUSINESS is the #1 text for this course--setting the standard by delivering comprehensive,

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authoritative, and cutting-edge coverage in an interesting and accessible format. Its recipe for success includes the same black letter law flavor as its market-leading counterpart, BUSINESS LAW by Clarkson, Miller, and Cross, but with a specific focus on current topics such as ethics, government regulation, and administrative law. The cases, content, and features of the exciting new Tenth Edition have been thoroughly updated to represent the latest developments in the

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business law environment. An excellent assortment of cases ranges from precedent-setting landmarks to important recent decisions, and ethical, global, e-commerce, digital, and corporate themes are integrated throughout. In addition, numerous critical-thinking exercises challenge students to apply what they have learned to real-world issues. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Business Strategy
Model Rules of Professional
Conduct
Understanding Management
Employment Law for
Business
BUS 101, Middlesex County
College**

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Finally, an authorized libretto
to this modern day classic!
Rent won the 1996 Pulitzer
Prize for Drama, as well as
four Tony Awards, including
Best Musical, Best Book, and
Best Score for Jonathan
Larson. The story of Mark,
Roger, Maureen, Tom Collins,*

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Angel, Mimi, JoAnne, and their friends on the Lower East Side of New York City will live on, along with the affirmation that there is "no day but today."

Includes 16 color photographs of productions of Rent from

around the world, plus an

introduction ("Rent Is Real")

by Victoria Leacock Hoffman.

This thoroughly revised edition of Mooney, Knox, and

Schacht's text uses a

theoretically balanced, student-

centered approach to provide a

comprehensive exploration of

social problems.

UNDERSTANDING SOCIAL

PROBLEMS, Tenth Edition,

progresses from a micro to

macro level of analysis, focusing first on problems related to health care, drugs and alcohols, families, and crime, and then broadening to the larger issues of poverty and inequality, population growth, aging, environmental problems, and conflict around the world. The social problem in each chapter is framed in a global as well as a U.S. context. In addition, the three major theoretical perspectives are applied to the problem under discussion, and its consequences -- as well as alternative solutions -- are explored. Pedagogical features such as The Human Side and

Self and Society enable students to grasp how social problems affect the lives of individuals and apply their understanding of social problems to their own lives. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Target XAT 2019 provides the detailed Solutions to XAT 2005 to XAT 2018 original Question Papers. The book also provides the topics of the essays asked in each of these XAT exam. The book also contains 5 Mock tests designed exactly as per the latest pattern of XAT. Each

Mock Test has 2 parts as per the new format. Part I contains questions on Decision Making, English Language & Logical Reasoning and Quantitative Ability whereas Part 2 contains Essay Writing and questions on General Awareness on Business Environment, Economics and Polity. The detailed solution to each test is provided at the end of the book. The book also contains the list of essays asked in the last 14 years of XAT and a list of essays for practice. The experienced author team, alongside the long-tenured McGraw Hill product team have created a market-leading

product that meets the needs of nearly all classrooms, no matter the size, teaching modality or learning objectives. The content is unmatched in depth, breadth, currency, and relevancy, and is presented in an extremely readable format for students with all learning styles. A wealth of technology solutions engages students, enriches learning, furthers understanding, and simplifies instructors' assessment processes. Course supplements tightly align with chapter concepts and to enhance retention, making instructors of all experience levels Grade-

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A rockstars. Unparalleled support from our Digital Faculty Consultants, Student Ambassadors, Implementation, Sales and Product Teams, all help to ensure both instructors and students benefit from the full experience of what is now the Gold Standard in Introduction to Business classes.

Basic Statistics for Business and Economics

Business & Society

Rent

A Decision-Making Approach

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processes, ensure quality, create value, and manage the flow of information and products, while creating value along the supply chain in a global environment. Russell and Taylor explain and clearly demonstrate the skills needed to be a successful operations manager. Most importantly, Operations Management, 9th Edition makes the quantitative topics easy for students to understand and the mathematical applications less intimidating. Appropriate for students preparing for careers across functional areas of the business environment, this text provides foundational

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understanding of both qualitative and quantitative operations management processes.

Interesting, clear, and applied, BUSINESS LAW TODAY: STANDARD EDITION is the ideal guide to the law and what it means in the business world--from contracts and secured transactions to warranties and government regulations. Easy to understand with an engaging writing style that is matched by vibrant visuals, BUSINESS LAW TODAY includes coverage of contemporary topics that impact not only the business

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world, but your life--from the financial crisis and its impact on business law to identity theft, immigration law, and diversity issues. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

No one understands the music industry--from the technology, to the legalities, to the new industry practices--better than veteran music lawyer Donald Passman. In this completely revised and updated seventh edition of *All You Need To Know About the Music Business*, which

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the Los Angeles Times called “ the industry bible ” and which has sold hundreds of thousands of copies, Passman offers executives and artists, experts and novices alike the essential information they need not only to survive in these volatile and exciting times, but also to thrive. Drawing on his unique, up-to-the-minute experience as one of the most trusted advisors in the business, Passman offers advice concerning: - The Copyright Royalty Board ’ s latest decisions regarding online transmissions. - The developing new customs concerning new

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technologies such as streaming on demand, ringtones, and digital downloads. Passman also gives guidance on other fundamental issues such as how to:

- Select and hire a winning team of advisors--personal and business managers, agents, and attorneys--and structure their commissions, percentages, and fees in a way that will protect you and maximize these relationships.
- Master the big picture and the finer points of record deals.
- Navigate the ins and outs of songwriting, music publishing, and copyright law.
- Maximize concert touring and merchandising deals. Almost

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everyone in the music business, from musicians and songwriters to entertainment lawyers and record company executives, are scrambling to sort out what is going to happen next, and Passman is right in the thick of these changes. Here is a book for anyone interested in a music career: a comprehensive and crucial guide to making it in one of the world ' s most dynamic industries.

Marketing professionals need to be able to adapt new strategies in order to keep their companies relevant. Aaker walks them through the strategic challenges created by the dynamic nature

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of today ' s markets. Strategic Market Management, 10th Edition emphasizes a customer perspective and the fact that every strategy should have a value proposition that is meaningful to the customers. Sections are included on energizing the business and how to overcome the barriers that powerful organization silos create to inhibit cooperation and communication. Specific case studies delve into real world and engaging issues. International Management Understanding Business with Connect Plus Business Law Today, Standard:

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Text & Summarized Cases

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Strategic Market Management

Interesting, clear, and

applied, BUSINESS LAW

TODAY: THE ESSENTIALS is

your concise guide to

the law and what it

means in the business

world--from contracts

and secured transactions

to warranties and

government regulations.

Easy to understand with

an engaging writing

style that is matched by

vibrant visuals,

BUSINESS LAW TODAY

includes coverage of

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contemporary topics that impact not only the business world, but your life such as identity theft. Fascinating features and intriguing cases highlight the material's practicality. The text's companion website includes resources to help you study, such as sample answers to selected end-of-chapter business scenarios and case problems (one per chapter) ; Internet exercises; and interactive quizzes for

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every chapter. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE, 10E prepares readers to become successful employees and leaders with a realistic approach to communication. This book covers the most important business communication concepts in detail and within the

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context of how communication actually happens in organizations today. Company examples and situations keep readers engaged while demonstrating how principles work in the real world. In addition to core written and oral communication skills, readers learn to navigate complex relationships and use current, sophisticated technologies. Learners also become skilled in creating PowerPoint decks, managing their

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online reputation with LinkedIn and other tools, engaging customers using social media, leading web meetings and conference calls, and more. Self-reflection questions throughout the book help readers develop a deeper understanding of themselves and how to communicate to reach personal and professional goals. Important Notice: Media content referenced within the product description or the

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Addresses law and employment decisions with a management perspective. This text explains how to approach and manage legal employment decisions, and outlines the specific legal framework in which management decisions are made. Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value

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creation and an emphasis on practicality in this leading strategy text.

In this new edition, he includes an even greater focus on strategy

implementation that

reflects the needs of

firms to reconcile scale economies with

entrepreneurial

flexibility, innovation

with cost efficiency,

and globalization with

local responsiveness.

This edition also

incorporates some of the

key strategic issues of

today including: post-

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financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations. Contemporary Strategy Analysis, 8th Edition, is suitable for both MBA and advanced undergraduate students. It has been adopted by leading business schools all across the world. Operations and Supply

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Chain Management

Exploring Marketing

Research

Ethics and Stakeholder

Management

Target XAT 2019 (Past

Papers 2005 - 2018 + 5

Mock Tests) 10th Edition

TARGET IIFT 2018 (Past

Papers 2005 - 2017) + 5

Mock Tests 10th Edition

Prepare for management success with this engaging survey of modern management practice.

UNDERSTANDING MANAGEMENT, 10E, seamlessly integrates classic management principles with today's latest management ideas to create a current market-leading text that you will find captivating. Acclaimed authors

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Richard Daft and Dorothy Marcic cover management and entrepreneurial issues within small to midsize companies, where you are most likely to begin your career, as well as within larger global enterprises. You'll gain valuable insights into real contemporary business as you examine today's best management practices. This text helps you establish and build on practical skills with engaging examples and numerous skill-building and application exercises in every chapter. Using a streamlined format, this edition takes a close look at how change demands innovation and how innovation requires forward-thinking, flexible leaders and organizations. UNDERSTANDING MANAGEMENT, 10E, provides everything you need to become a successful manager who seizes

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business opportunities and leads change. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

For courses in International Management, Multinational Management, Global Strategy, and Comparative Management. This globally oriented text covers the most current research and trends in International Management. It offers comprehensive and integrative cases that illustrate the actual behaviors and functions required for successful cross-cultural management at the strategic and interpersonal level. - NEW - New E-Biz boxes in each chapter. - Offers students insight into e-business. - NEW - New opening profiles featuring real companies. - Offers students real examples. - Comprehensive coverage

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of the roles and functions of managers in the global environment. - Provides students with an inside view. -

Management Focus boxes. - Brings topics to life for students with real companies and people. - A cultural, behavioral, and strategic emphasis. -

Gives students a more realistic picture of international management today. -

Coverage of comparative management topics. - Keeps students up to date on key global issues and events. - Internet Exercises are included. - Helps students explore the text content in more detail. -

Technology Application boxes. - Keeps students abreast of how technolog

Charles Hill's Global Business Today, 4e (GBT) has become an established text in the International Business market for its excellent but concise

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coverage of the key global issues including the cultural context for global business, cross-border trade and investment, the global monetary system and competition in the global environment. GBT's concise chapters give a general introduction to international business - emphasizing the environmental factors, with less coverage of operations. Charles Hill is renowned for his attention to research trends and that is evident in *Global Business Today, 4e* through a variety of real world examples and cases from small, medium, and large companies throughout the world

BUSINESS AND SOCIETY employs a stakeholder management framework. This framework emphasizes a business's social, legal, political, and ethical responsibilities to both external and internal groups that have

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a stake, or interest, in that business. It is a fundamental goal of the course that students really get that responsible business decision makers strive to balance and protect the interests of various stakeholders- investors, employees, community, environment, etc. An emphasis is also placed on the fact that one needs to understand that business situations will continually arise that will truly test ones values and ethics. BUSINESS AND SOCIETY not only exposes students to diverse and important stakeholder and ethical frameworks for considering and protecting stakeholder interests, through its use of cases and other real-world applications, this text enhances the precision with which students think about and practice ethical decision making. Opportunities to apply stakeholder and ethical

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systems to specific business problems abound, and questions are provided with all cases and applications to focus student reasoning, ensuring excellent preparation for class discussions.

International Business Law and Its Environment

Business Statistics

The Complete Book and Lyrics of the Broadway Musical

The Core

Managing Across Borders and Cultures

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. A supplementary text for a variety of Business courses, including Financial Statement Analysis, Investments, Personal Finance,

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and Financial Planning and Analysis & An Analytical Approach to Understanding and Interpreting Business Financial Statements & Understanding Financial Statements improves the student's ability to translate a financial statement into a meaningful map for business decisions. The material covered in each chapter helps students approach financial statements with enhanced confidence and understanding of a firm's historical, current, and prospective financial condition and performance. The Eleventh Edition includes new case studies based on existing companies and enhanced learning tools to help students quickly grasp and apply the materials. Fraser and

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Ormiston presents material in an engaging fashion that helps readers make sense of complex financial information, leading to intelligent (and profitable!) decision-making.

The seventh edition of this text continues to provide solid, practical, and current coverage of the mathematical topics students must master to attain success in business today. The text begins with a review of basic mathematics and goes on to introduce key business topics in an algebra-based context. A new section in Chapter 1 on problem solving (Section 1.1) helps students become better critical thinkers, meanwhile reviewing basic skills. Optional scientific calculator boxes are integrated

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throughout, and financial calculator boxes are now presented in later chapters to help students become more comfortable with technology as they enter the business world. The text continues to incorporate applications to a wide variety of careers so that students from all disciplines can relate to the material. A real-world application has been added to every chapter opener.

Revised edition of Business statistics, 2014.

BUSINESS COMMUNICATION:
IN PERSON, IN PRINT, ONLINE,
9E offers a realistic approach to communication in today's organizations. The text covers the most important business communication concepts in detail

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and thoroughly integrates coverage of today's social media and other communication technologies. Building on core written and oral communication skills, the ninth edition helps readers make sound medium choices and provides guidelines and examples for the many ways people communicate at work. Readers learn how to create PowerPoint decks, use instant messaging and texting effectively at work, engage customers using social media, lead web meetings and conference calls, and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Business Associations
Agency, Partnerships, and
Corporations : Cases and
Materials

Global Business Today
Loose-Leaf Edition

Understanding Business

INTERNATIONAL BUSINESS LAW
AND ITS ENVIRONMENT, 8e,

International Edition centers on the basic market-entry strategies most firms deploy as they expand into international markets: trade in goods and services, protecting and licensing intellectual property, and foreign direct investment. Interweaving the law with ethics-related issues, the text shows how individual firms manage these strategies in different ways while discussing the latest political, economic, and legal developments

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around the world. Helpful features such as case examples, end-of-chapter questions, and ethics activities help solidify your understanding of the material.

"This book begins by teaching managers the practical utility of basic economic tools such as present value analysis, supply and demand, regression, indifference curves, isoquants, production, costs, and the basic models of perfect competition, monopoly, and monopolistic competition. Adopters and reviewers also praise the book for its real-world examples and because it includes modern topics not contained in any other single managerial economics textbook: oligopoly, penetration pricing, multistage and repeated games,

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foreclosure, contracting, vertical and horizontal integration, networks, bargaining, predatory pricing, principal-agent problems, raising rivals' costs, adverse selection, auctions, screening and signaling, search, limit pricing, and a host of other pricing strategies for firms enjoying market power. This balanced coverage of traditional and modern microeconomic tools makes it appropriate for a wide variety of managerial economics classrooms. An increasing number of business schools are adopting this book to replace (or use alongside) managerial strategy texts laden with anecdotes but lacking the microeconomic tools needed to identify and implement the business strategies that are optimal in a given

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situation"--

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Education

The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary

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action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

Cengage Advantage Books:

Fundamentals of Business Law Today:

Summarized Cases

Introduction to Business

Business and Administrative

Communication

Ethical Theory and Business

Business Communication: In Person, In Print, Online

Accountancy & Quick Revision for CA IPCC (Group -II)

Understanding Business has long been the market leader because we listen to instructors and students.

With this eleventh edition we are proud to offer a platinum experience, that:

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Improves Student

Performance—Understanding Business puts students at the center. It's the only learning program on the market to offer proven adaptive technology that increases grades by a full letter through Connect® Business, and the only program to offer the first and only adaptive eBook ever, SmartBook. Enhances your Teaching—The authors are dedicated to supporting your teaching and your student's learning, which is why they listen to YOU and develop resources based on YOUR suggestions and course needs. This is the only author-team on the market

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that carefully review each and every resource to ensure cohesion. Accessible to All—This learning program has moved toward tighter compliance with the Web Content Accessibility Guidelines, and provides students the opportunity to learn regardless of learning style or disability. What's more, it earned a perfect score of 100 points possible by Quality Matters, an independent organization that reviews and certifies the quality of online courses and online components. Choose a platinum experience. Choose Understanding Business. Packed with 2013 and 2014

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cases, **FUNDAMENTALS OF
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SUMMARIZED CASES**, 10e covers
core business law topics
like contracts and sales in
a concise paperback.
Summarized cases integrated
throughout the text
illustrate key points of law
without unnecessary detail.
Intended for the one-term
course focused primarily on
contracts and sales, the
text condenses the latest
legal topics--including
cyberlaw, health-care,
financial reform, and
more--for quick
comprehension. An entire
chapter is devoted to
Internet Law, Social Media,
and Privacy. Current,

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abbreviated, and affordable, **FUNDAMENTALS OF BUSINESS LAW TODAY: SUMMARIZED CASES, 10e** provides an easy-to-understand alternative to traditional Business Law texts. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

To All the Boys I've Loved Before meets The Farewell in this "entertaining and nuanced" (Kirkus Reviews) romantic comedy about a college student who hires a fake boyfriend to appease her traditional Taiwanese parents, to disastrous results, from the acclaimed

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author of American Panda.

Chloe Wang is nervous to introduce her parents to her boyfriend, because the truth is, she hasn't met him yet either. She hired him from Rent for Your 'Rents, a company specializing in providing fake boyfriends trained to impress even the most traditional Asian parents. Drew Chan's passion is art, but after his parents cut him off for dropping out of college to pursue his dreams, he became a Rent for Your 'Rents employee to keep a roof over his head. Luckily, learning protocols like "Type C parents prefer quiet, kind, zero-PDA gestures" comes

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naturally to him. When Chloe rents Drew, the mission is simple: convince her parents fake Drew is worthy of their approval so they'll stop pressuring her to accept a proposal from Hongbo, the wealthiest (and slimiest) young bachelor in their tight-knit Asian American community. But when Chloe starts to fall for the real Drew—who, unlike his fake persona, is definitely not 'rent-worthy—her carefully curated life begins to unravel. Can she figure out what she wants before she loses everything?

Contemporary Strategy
Analysis Text Only
Mathematics for Business

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Statements**

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