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By Bovee, Courtland L.; Thill, John V

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professors William Pride, Robert Hughes, and Jack Kapoor, business is 'the organized effort of individuals to produce and sell, for a  
profit, the goods and services that satisfy society's needs.' A business, then, is an organization which seeks to make a profit through  
individuals working toward common goals. The goals of the business will vary based on the Essentials of Business Communication Dr.  
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