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Professor James McHugh is an associate professor of business at St. Louis Community College. James teaches several sections of introduction to business, and has been for twenty years. He holds an M.B.A. and has broad experience in both business and education. McHugh has conducted numerous seminars in business and maintains several consulting positions with small and large business in the St. Louis area. Susan McHugh Dr. Susan McHugh holds an M.Ed. and has completed Ph.D. coursework in education administration, concentrating on adult learning theory. As a professional, McHugh consults in both training and curriculum development. Not only is she a co-author on UB5/e., Susan also developed the integrated teaching and learning system. William Nickels Dr. William Nickels is professor emeritus of business at the University of Maryland, College Park. He has over thirty five years' experience teaching undergraduate and graduate business courses, including introductory courses in marketing, business, and promotion. He has won the Outstanding Teacher on Campus Award 4 times and was nominated for the award many other times. He received his MBA degree from Western Reserve University and his PhD from The Ohio State University. Bill has written a marketing communications textbook and 2 marketing principles textbooks in addition to many articles in business publications. He has taught many seminars to business people on subjects such as marketing, non-business marketing, power communications, and stress and life management. Understanding Business (12th edition) PDF Understanding Business 12th edition by William Nickels, James McHugh, and Susan McHugh has long been The Gold Standard and preeminent teaching and learning experience ever created for Introduction to Business. 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