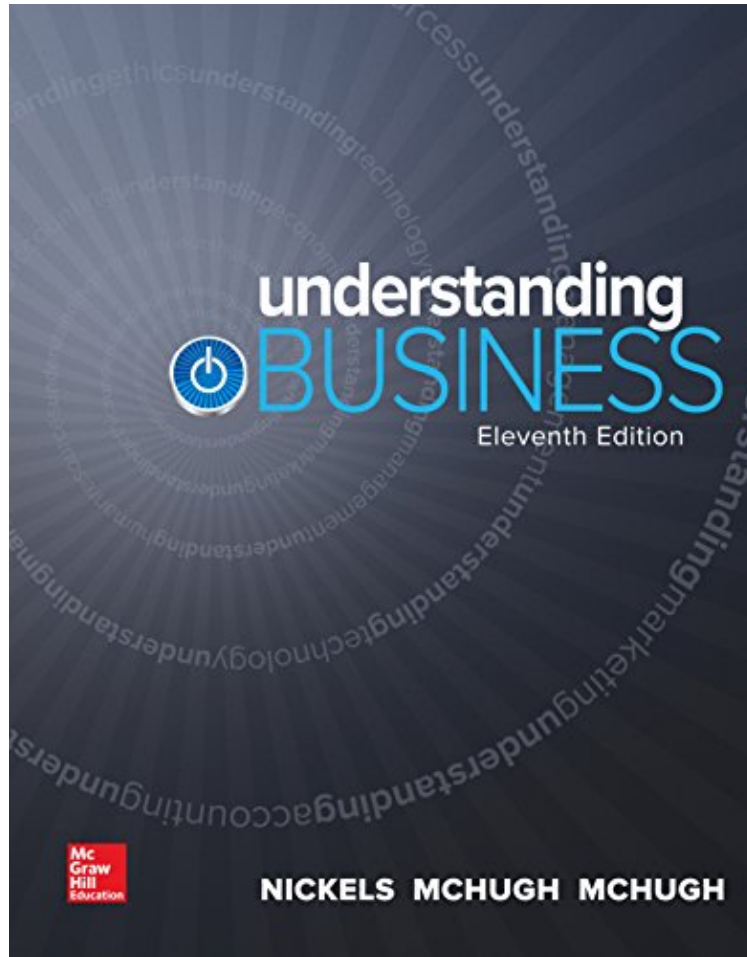


Understanding Business

William Nickels, James McHugh, Susan McHugh
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About the Author Bill Nickels teaches Marketing in a large lecture environment at the University of Maryland. Bill has won the Outstanding Teacher on Campus Award for 3 years including 1997. Bill received his M.B.A. from Case Western Reserve and his Ph.D. from the Ohio State University. Jim McHugh is an associate professor of business at St. Louis Community College. Jim teaches several sections of introduction to business, and has been for 18 years. Jim holds an M.B.A. and has broad experience in both education and business. He has conducted numerous seminars in business and maintains several consulting positions with small and large business in the St. Louis area. Susan McHugh holds an M.Ed. and has completed Ph.D. coursework in education administration, concentrating on adult learning theory. As a professional, Susan consults in both training and curriculum development. Not only is Susan a co-author on UB5/e., she also developed the integrated teaching and learning system.