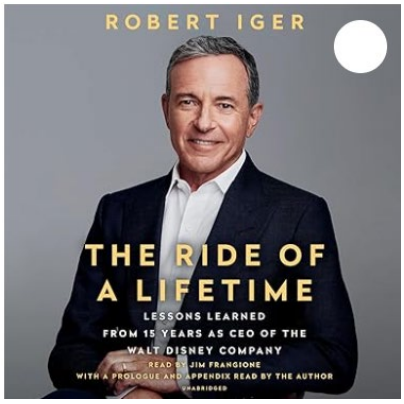
AP BUSINESS WITH PERSONAL FINANCE: SUMMER READING AND ASSIGNMENTS

WELCOME TO AP BUSINESS WITH PERSONAL FINANCE

I am excited to offer this new course to our students at Clarence High School. This course gives you the tools to launch and manage a business while also teaching you how to take control of your own finances.



REQUIRED READING & ASSIGNMENTS -- DUE 1ST DAY:

PRINT TEXT & HAND-WRITTEN ANNOTATIONS
ON POST-IT NOTES ONLY!
Be careful not to purchase an abridged version of the text. Order the text shown here!
50 NOTES (INITIALED & NUMBERED)

The Ride of a Lifetime: Lessons Learned from 15 Years as CEO of the Walt Disney Company

Robert Iger became CEO of The Walt Disney Company in 2005, during a difficult time. Competition was more intense than ever and technology was changing faster than at any time in the company's history. His vision came down to three clear ideas: Recommit to the concept that quality matters, embrace technology instead of fighting it, and think bigger—think global—and turn Disney into a stronger brand in international markets.

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