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If you only need the buying answer, 180-day digital access is still the cheapest route, but the current Merybook print listing is lower than Pearson print, lower than rental, and lower than Revel. That makes print the stronger option unless your course specifically requires Revel for graded work.

Current price comparison

Format / Seller	Price	Link
Print from Merybook	\$73.60	Check price
Pearson print	\$84.99	Check price
Revel	\$93.99	Check price
eCampus semester rental	\$84.99	Check price
eCampus digital, 180 days	\$59.94	Check price

This is a classic platform-versus-book split. Digital access is still the cheapest if you only need a short-term course window. But among the print and package choices, the current Merybook listing is the strongest value. That means the right answer depends mainly on whether Revel is required for the course.

What this book actually teaches

Business in Action matters because introductory business is not only about sampling topics. It gives students the first coherent map of how management, marketing, entrepreneurship, ethics, operations, and organizational decisions fit together. A good survey text becomes useful later because it provides the vocabulary for everything that comes after.

That is why ownership can still make sense in a broad business book. Students often return to introductory frameworks when later courses become more specialized. A printed copy with their own notes can keep functioning as a map back to the basics.

Who should buy print and who should not

Buy print if your section is text-centered and you want a durable introductory business reference. At the current prices, print is better value than the rest of the clean non-digital market.

Do not buy print alone if Revel is required for assignments. In that case, the courseware cost controls the decision and the cheaper 180-day access route may still be the better path.

Sources checked

- Merybook product listing for ISBN 9780137879038
- Pearson pricing snapshots for print and Revel
- eCampus semester-rental and digital-access pricing snapshots
- Pricing reviewed on April 19, 2026