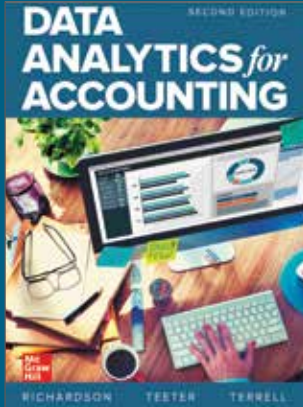


Business & Economics

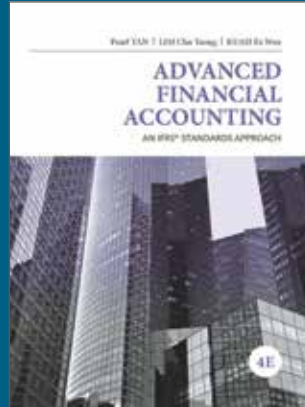
2020, Asia



An exciting new collection of titles recommended for 2020



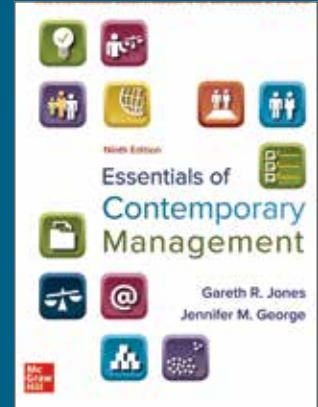
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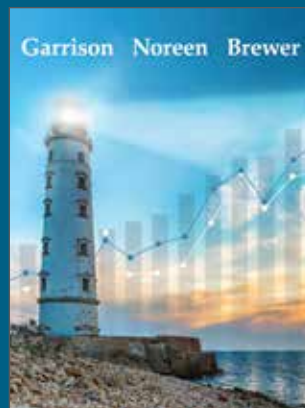
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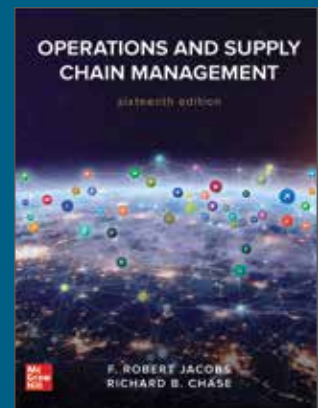
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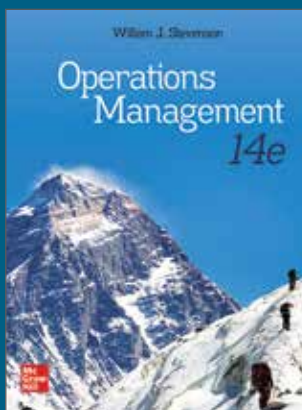
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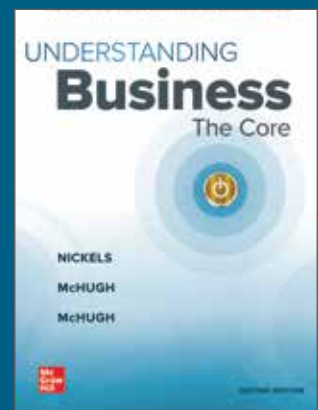
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CONNECT

Connect provides opportunities for both formative and summative assessment. Our adaptive technology provides students with a safe place to make mistakes encouraging deliberate practice and enabling them to move one step closer to mastery. Over 3.9M students used Connect in 2018!

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Smartbook 2.0

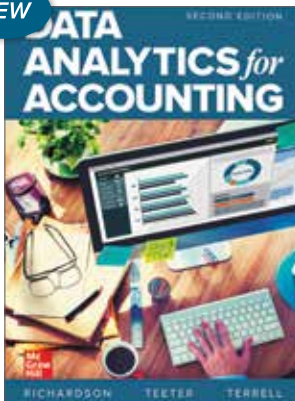
More Personalized	More Productive	More Prepared
SmartBook 2.0 continually adapts to the individual student's needs, creating a personalized learning experience.	SmartBook 2.0 creates a more productive learning experience by focusing students on the concepts they need to study the most.	SmartBook 2.0 helps students come to class better prepared so you can transform your class time from dull definitions to dynamic debates.

10 billion probes answered with over 200 million student interactions per month and counting.

ACCOUNTING

Accounting Data Analytics

NEW



Data Analytics for Accounting

Vernon Richardson, Katie L. Terrell, Ryan A. Teeter

Edition: 2

2021©

368 pages

Print: 9781260571097

Connect: 9781260904307

OVERVIEW

Data Analytics in Accounting is designed to prepare your students with the necessary tools and skills they need to successfully perform data analytics. Using the IMPACT Cycle, the authors provide a conceptual framework to help students think through the steps needed to provide data-driven insights and recommendations. Integrated in each chapter, labs provide students with hands on experiences performing analysis using various datasets and tools. Students will perform data analysis using Excel, Access (including SQL), Tableau, IDEA, XBRL, and Weka. With customer feedback in mind, the authors incorporated three new chapters covering tax and capstone projects that focus on both high-level and low-level projects. Additional videos were integrated into Connect to provide more lecture and lab support. This is an innovative course solution that includes cutting-edge content and assessment paired with assignments that help students build the skills they need to succeed.

FEATURES

Three new Chapters:

- Tax analytics (Chapter 9): New chapter on tax analytics, including examples of tax data, tax analysis, tax planning, and tax visualizations.
- Basic Project (Chapter 10): New basic project chapter that explores the order-to-cash and procure-to-pay cycles from different user perspectives.
- Advanced Project (Chapter 11): New advanced project chapter, estimating sales returns at Dillard's with three question sets highlighting descriptive and exploratory analysis, hypothesis testing, and predictive analytics.

CONTENTS

1. Data Analytics for Accounting and Identifying the Questions
2. Mastering the Data
3. Performing the Test Plan and Analyzing the Results
4. Communicating Results and Visualizations
5. The Modern Accounting Environment
6. Audit Data Analytics
7. Managerial Analytics
8. Financial Statement Analytics
9. Tax Analytics
10. Project Chapter (Basic)
11. Project Chapter (Advanced): Analyzing Dillard's Data to Predict Sales Returns

Appendices

- A. Basic Statistics Tutorial
- B. Accessing the Excel Data Analysis Toolpak
- C. Excel (Formatting, Sorting, Filtering, and PivotTables)
- D. SQL Part 1
- E. SQLite
- F. Power Query
- G. Tableau
- H. SQL Part 2
- I. Power BI
- J. Dillard's ER Diagram
- K. Data Dictionaries

NEW



Introductory Data Analytics for Accounting: Building Skills with Excel and Tableau

Vernon Richardson, Katie L. Terrell, Ryan A. Teeter

Edition: 1

2021©

576 Pages

Print: 9781260590838

Connect: 9781264068272

CONTENTS

1. Using Data Analytics to Ask and Answer Accounting Questions
2. Master the Data: An Introduction to Accounting Data
3. Accounting data – data types and how they are used
4. Master the Data: Preparing Data for Analysis
5. Perform the Analysis: Types and Tools of Data Analyses
6. Perform the Analysis: Descriptive Analyses
7. Perform the Analysis: Diagnostic Analyses
8. Perform the Analysis: Predictive Analytics

9. Perform the Analysis: Prescriptive Analytics
10. Share the Story
11. Using the Amps Model to Put it All Together: Two Capstone Projects

Accounting Information System

NEW



Accounting Information Systems

Vernon Richardson,
Chengyee Janie Chang, Rod
E. Smith

Edition: 3
2021©
576 Pages
Print: 9781260571080
Connect: 9781260359343

OVERVIEW

Accounting Information Systems 3e covers the four roles for accountants with respect to information technology: users of technology and information systems, managers of users of technology, designers of information systems, and evaluators of information systems. Accountants must understand the organization and how organizational processes generate information important to management. The focus of Accounting Information Systems 3e is on the accountant's role as a business analyst in solving business problems by database modeling, database design, and business process modeling. Unlike other texts that provide a broad survey of AIS related topics, this text concentrates on developing practical business analysis skills through real-world examples, problems, and projects. Whether you are developing a new course for AIS or incorporating AIS materials into your existing curriculum, Accounting Information Systems 3e will help your students develop the technological skills they need for their future careers.

FEATURES

Two New Chapters:

- DATA ANALYTICS (Chapter 11): Now there are two chapters on data analytics - Chapters 10 and 11. These chapters address the growing need for accountants and business leaders to analyze and make decisions using data. Both chapters highlight the importance of data analytics in accounting, especially in auditing. The chapter also provides a hands-on introduction to several

data analytics techniques in Excel, Tableau, and Power BI.

- EMERGING TECHNOLOGIES (Chapter 12): A new chapter on Blockchain and Artificial intelligence has been added to show students their impact on accounting and auditing.

New Questions:

- Added additional end-of-chapter Multiple Choice Questions and Problems throughout the text.

CONTENTS

PART ONE: AIS and the Business

1. Accounting Information Systems and Firm Value
2. Accountants as Business Analysts
3. Data Modeling
4. Relational Databases and Enterprise Systems

PART TWO: Business Processes

5. Sales and Collections Business Process
6. Purchases and Payments Business Process
7. Conversion Business Process
8. Integrated Project
9. Reporting Processes and eXtensible Business Reporting Language (XBRL)

PART THREE: Data Analytics and Emerging Technologies in AIS

10. Data Analytics in Accounting: Concepts and the AMPS Model
11. Data Analytics in Accounting: Tools and Practice
12. Emerging Technologies: Blockchain and AI Automation

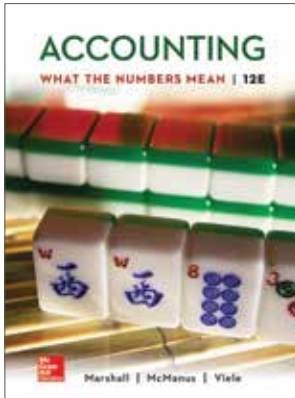
PART FOUR: Managing and Evaluating AIS

13. Accounting Information Systems and Internal Controls
14. Information Security and Computer Fraud
15. Monitoring and Auditing AIS

PART FIVE: Optional AIS Topics

16. The Balanced Scorecard, Business Model Canvas, and Business Value of Information Technology
17. Evaluating AIS Investments
18. Systems Development and Project Management for AIS

Accounting Principles



Accounting: What The Numbers Mean

David Marshall, Wayne W. McManus, Daniel Viele

Edition: 12
2020©
752 Pages
Print: 9781260565492
Connect: 9781260248685

OVERVIEW

Accounting has become known as the language of business. This new edition is written to meet the needs of those students who will not be accountants but who do need to understand accounting to learn the key language that embarks us in the business world. Marshall the leading text in the Survey market takes readers through the basics: what accounting information is what it means and how it is used.

The authors help students succeed through clear and concise writing, a conceptual focus and unparalleled technology support. In using this text students examine financial statements and discover what they do and do not communicate. This enables them to gain the crucial decision-making and problem-solving skills they need in order to succeed in a professional environment.

CONTENTS

1. Accounting — Present and Past

Part One: Financial Accounting

2. Financial Statements and Accounting Concepts/Principles
3. Fundamental Interpretations Made from Financial Statement Data
4. The Bookkeeping Process and Transaction Analysis
5. Accounting for and Presentation of Current Assets
6. Accounting for and Presentation of Property, Plant, and Equipment, and Other

Noncurrent Assets

7. Accounting for and Presentation of Liabilities
8. Accounting for and Presentation of Stockholders' Equity
9. The Income Statement and the Statement of Cash Flows

10. Corporate Governance, Notes to the Financial Statements, and Other

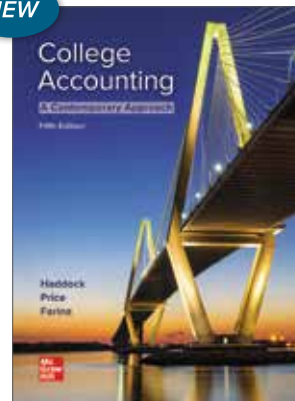
Disclosures

11. Financial Statement Analysis

Part Two: Managerial Accounting

12. Managerial Accounting and Cost – Volume – Profit Relationships
13. Cost Accounting and Reporting
14. Cost Planning
15. Cost Control
16. Costs for Decision Making

NEW



College Accounting (A Contemporary Approach)

M. David Haddock, John Ellis Price, Michael Farina

Edition: 16
2021©
544 Pages
Print: 9781260575774
Connect: 9781260360011

OVERVIEW

Based on the best-selling text by the same author team, College Accounting, A Contemporary Approach, 5e is a streamlined version of the text designed for instructors who teach the course without covering special journals. The authors represent the breadth of educational environments ensuring that the text is appropriate for all student populations. Throughout, they have adhered to a common philosophy about textbooks: they should be readable, contain many opportunities for practice, and be able to make accounting relevant for all.

Appropriate for All Students: Readable, many opportunities for practice, makes accounting relevant for all.

No Special Journal Coverage: A streamlined version of Price College Accounting, with the same author team, designed for instructors teaching the course without covering special journals.

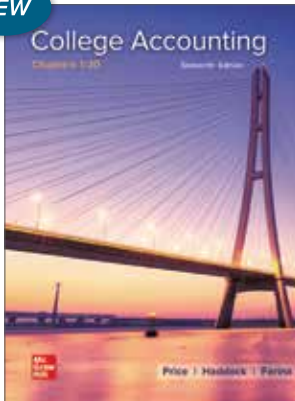
CONTENTS

1. Accounting: The Language of Business
2. Analyzing Business Transactions
3. Analyzing Business Transactions Using T Accounts
4. The General Journal and the General Ledger
5. Adjustments and the Worksheet
6. Closing Entries and the Post Closing Trial Balance

7. Accounting for Sales, Accounts Receivable, and Cash Receipts
8. Accounting for Purchases, Accounts Payable, and Cash Payments
9. Cash
10. Payroll Computations, Records, and Payment
11. Payroll Taxes, Deposits, and Reports
12. Accruals, Deferrals, and the Worksheet
13. Financial Statements and Closing Procedure

17. Merchandise Inventory
18. Property, Plant, and Equipment
19. Accounting for Partnerships
20. Corporations: Formation and Capital Stock Transactions
21. Corporate Earnings and Capital Transactions
22. Long-Term Bonds
23. Financial Statement Analysis
24. The Statement of Cash Flows
25. Departmentalized Profit and Cost Centers
26. Accounting for Manufacturing Activities
27. Job Order Cost Accounting
28. Process Cost Accounting
29. Controlling Manufacturing Costs: Standard Costs
30. Cost-Revenue Analysis for Decision Making

NEW



College Accounting

John Ellis Price, M. David Haddock, Michael Farina

Edition: 16
2021©
1120 Pages
Print: 9781260570946
Connect: 9781260359992

OVERVIEW

Through proven pedagogy and a straightforward approach to the basics of accounting, Price/Haddock/Farina's <i>College Accounting, 16e</i> offers first-time accounting students a path to understanding and mastery. The authors represent the breadth of educational environments ensuring that the text is appropriate for all student populations. Throughout, they have adhered to a common philosophy about textbooks: they should be readable, contain many opportunities for practice, and be able to make accounting relevant for all.

CONTENTS

1. Accounting: The Language of Business
2. Analyzing Business Transactions
3. Analyzing Business Transactions Using T Accounts
4. The General Journal and the General Ledger
5. Adjustments and the Worksheet
6. Closing Entries and the Post Closing Trial Balance
7. Accounting for Sales and Accounts Receivable
8. Accounting for Purchases and Accounts Payable
9. Cash Receipts, Cash Payments, and Banking Procedures
10. Payroll Computations, Records, and Payment
11. Payroll Taxes, Deposits, and Reports
12. Accruals, Deferrals, and the Worksheet
13. Financial Statements and Closing Procedure
14. Accounting Principles and Reporting Standards
15. Accounts Receivable and Uncollectible Accounts
16. Notes Payable and Notes Receivable

NEW



Financial & Managerial Accounting

Jan Williams, Mark S Bettner, Joseph V Carcello

Edition: 19
2021©
1280 Pages
Print: 9781260575576
Connect: 9781260706345

OVERVIEW

Financial and Managerial Accounting: The Basis for Business Decisions continues to offer a solid foundation for students who are learning basic accounting concepts. Known for giving equal weight to financial and managerial topics, the authors emphasize the need for a strong foundation in both aspects of accounting. The authors made data driven revisions focusing on where students were struggling and updated content accordingly. Updates have also been made to the high-quality end of chapter problems and new revenue recognition standards.

FEATURES

- **REVENUE RECOGNITION:** A new section has been added on revenue recognition as a driver of a company's results of operations and the impact on financial position. While revenue recognition is most obvious in the income statement, it is also (1) an important driver for all financial statements (not limited to the income statement) and (2) performance obligations are particularly important in recognizing revenue.
- **END-OF-CHAPTER MATERIAL:** Updates and revisions have been made to the Brief Exercises,

Problem Sets A and B, Exercises, Critical Thinking, and Comprehensive Problems.

- **CHAPTER OPENERS:** Chapter openers have been revised and updated featuring companies such as: Disney, Amazon, PwC, McDonald's, Apple, Pfizer, Lowe's, UPS, Dillard's, Target, Pepsi, Johnson & Johnson, Microsoft, Coca-Cola, Kellogg, Puma AG, Columbia Sportswear, Google, and General Electric.
- **GENERAL LEDGER PROBLEMS** show students how transactions post from the general journal all the way through the financial statements. These are auto-graded features that provide students an overview of the accounting cycle. Helps students along the way with Check My Work capability so they can see if their work is correct, as well as complete the assignment.
- **REAL-WORLD EXAMPLES:** Real-world examples have been reviewed and updated throughout the text.

CONTENTS

1. Accounting: Information for Decision Making
2. Basic Financial Statements
3. The Accounting Cycle: Capturing Economic Events
4. The Accounting Cycle: Accruals and Deferrals
5. The Accounting Cycle: Reporting Financial Results

COMPREHENSIVE PROBLEM 1: Susquehanna Equipment Rentals

6. Merchandising Activities
7. Financial Assets
8. Inventories and the Cost of Goods Sold

COMPREHENSIVE PROBLEM 2: Music-Is-Us, Inc.

9. Plant and Intangible Assets
10. Liabilities
11. Stockholders' Equity: Paid-In Capital

COMPREHENSIVE PROBLEM 3: Mountain Sports, Inc.

12. Revenue Recognition and Reporting Results of Operations
13. Statement of Cash Flows
14. Financial Statement Analysis

COMPREHENSIVE PROBLEM 4: Home Depot, Inc.

15. Global Business and Accounting
16. Management Accounting: A Business Partner
17. Job Order Cost Systems and Overhead Allocations
18. Process Costing
19. Costing and the Value Chain
20. Cost-Volume-Profit Analysis
21. Incremental Analysis

COMPREHENSIVE PROBLEM 5: The Gilster

Company

22. Responsibility Accounting and Transfer Pricing
23. Operational Budgeting
24. Standard Cost Systems
25. Rewarding Business Performance

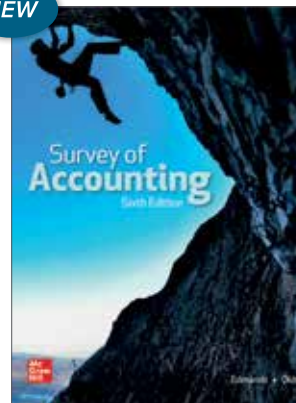
COMPREHENSIVE PROBLEM 6: Utease Corporation

26. Capital Budgeting

Appendices

- A. Home Depot 2018 Financial Statements
- B. The Time Value of Money
- C. Forms of Business Organization

NEW



Survey of Accounting

Thomas P Edmonds,
Christopher Edmonds, Philip
R Olds, Frances M McNair,
Bor-Yi Tsay

Edition: 6
2021©
688 Pages
Print: 9781260575293
Connect: 781260361643

OVERVIEW

Survey of Accounting, 6th edition, is designed to cover both financial and managerial accounting in a single 16-week course, presenting the material in a style easy for non-accounting majors to grasp. It incorporates the same pedagogical innovations that have made Edmonds' financial and managerial titles such fast-growing successes in the marketplace, including his unique Horizontal Financial Statements Model and a multiple accounting cycle approach that demonstrates the impact of related events over a series of accounting cycles. As a new feature, optional guided examples with narration of select exercises like those assigned have been added into Connect to provide reinforcement when students need it most.

FEATURES

- No Debit/Credit Coverage makes it an ideal choice for non-majors.
- Utilizes Horizontal Financial Statements Model: Allows students to see the big picture; a multiple accounting cycle approach that demonstrates the impact of related events over a series of accounting cycles.
- Connect: A highly reliable, easy-to-use homework learning management solution that embeds learning science and award-winning adaptive tools to improve student results.

CONTENTS

1. An Introduction to Accounting
2. Accounting for Accruals and Deferrals
3. Accounting for Merchandising Businesses
4. Internal Controls, Accounting for Cash, and Ethics
5. Accounting for Receivables and Inventory Cost Flow
6. Accounting for Long-Term Operational Assets
7. Accounting for Liabilities
8. Proprietorships, Partnerships, and Corporations
9. Financial Statement Analysis
10. An Introduction to Management Accounting
11. Cost Behavior, Operating Leverage, and Profitability Analysis
12. Cost Accumulation, Tracing, and Allocation
13. Relevant Information for Special Decisions
14. Planning for Profit and Cost Control
15. Performance Evaluation
16. Planning for Capital Investments

Appendices

- A. Accessing the EDGAR Database through the Internet
- B. The Double-Entry Accounting System
- C. Portion of the Form 10-K for Target Corporation
- D. Big Data and Data Visualizations Overview

Advanced Accounting**Advanced Financial Accounting**

Theodore E. Christensen,
David M. Cottrell, Cassy J.H.
Budd

Edition: 12

2019©

1136 Pages

Print: 9781260091700

Connect: 9781260118759

OVERVIEW

The 12th Edition of Advanced Financial Accounting is an up-to-date, comprehensive, and highly illustrated four-color presentation of the accounting and reporting principles and procedures used in a variety of business entities. Every day, the business press carries stories about the complexities of modern business entities, and students must know how to deal with the accounting and reporting ramifications of issues such as : mergers and acquisitions, new organizational structures, accounting scandals

related to complex transactions, foreign activities of multinational firms, operations of governmental and not-for-profit entities, bankruptcies of major firms and more! This edition continues to provide strong coverage of Advanced Accounting topics with clarity of presentation and integrated coverage based on continuous case examples. The text is complete with presentations of worksheets, schedules, and financial statements so students can see the development of each topic. Inclusion of recent FASB and GAAP pronouncements - and focus on the continuing deliberations of the authoritative bodies — provide the most current content for students preparing for the CPA examination and their future careers.

FEATURES

- New Shading of consolidation worksheet entries. Full-color coordination of all consolidation items including: calculations, consolidation journal entries, T-accounts and worksheets enables teachers and students to see the development of each item. Students can trace items visually through the consolidation process. With these connections, users can follow items through calculations, consolidation entries, and T-accounts. Color-coordination and shading extended to worksheets, supporting schedules, and calculation boxes so that numbers are clear and uniform.
- New Roger CPA Review material. Multiple-choice questions integrated within Connect. Free student access to Task-based Simulations hosted on Roger CPA Review site.
- New Advanced Study Guide.com. The most student-centered technology supplements available in the Advanced Accounting course. Created exclusively by the authors, these resources are available to instructors and students to elevate the classroom experience. Dozens of narrated, animated discussions and explanations of materials aligned to key points in each chapter. Animated problems just like key exercises and problems in the end-of-chapter content, serving as on-demand tutoring insights.
- New Fully updated for most recent FASB codification with authoritative citations to U.S. GAAP.

CONTENTS

1. Intercompany Acquisitions and Investments in Other Entities
2. Reporting Intercompany Investments and Consolidation of Wholly Owned Subsidiaries with No Differential
3. The Reporting Entity and the Consolidation of

- Less-than-Wholly-Owned Subsidiaries with No Differential
4. Consolidation of Wholly Owned Subsidiaries Acquired at More than Book Value
 5. Consolidation of Less-than-Wholly-Owned Subsidiaries Acquired at More than Book Value
 6. Intercompany Inventory Transactions
 7. Intercompany Transfers of Services and Noncurrent Assets
 8. Intercompany Indebtedness
 9. Consolidation Ownership Issues
 10. Additional Consolidation Reporting Issues
 11. Multinational Accounting — Foreign Currency Transactions and Financial Instruments
 12. Multinational Accounting — Issues in Financial Reporting and Translation of Foreign Entity Statements
 13. Segment and Interim Reporting
 14. SEC Reporting Partnerships — Formation, Operation, and Changes in Membership
 15. Partnerships — Liquidation
 16. Governmental Entities — Introduction and General Fund Accounting
 17. Governmental Entities — Special Funds and Governmentwide Financial Statements
 18. Not-for-Profit Entities
 19. Corporations in Financial Difficulty

of the textbook's highly praised conversational tone along with the engaging, lively, and consistent writing style, all of which has contributed to making this the market-leading textbook for Advanced Accounting. The SmartBook 2.0 adaptive reading tool and algorithmic problems have been included in the new edition, along with the latest accounting standards.

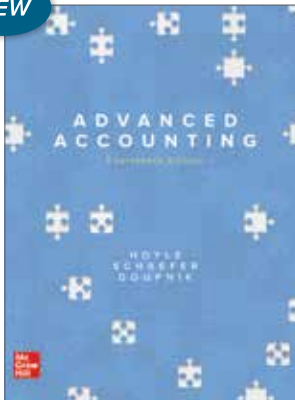
FEATURES

- Roger CPA Review material allows Connect users to familiarize themselves with the CPA exam and begin practicing early. Users gain free access to expertly vetted multiple-choice questions within Connect, fully integrated into the filterable question bank to align with chapter topics and learning objectives.
- FASB/ASC standards have been significantly updated throughout content, including in Goodwill (Chapter 3), Derivatives and Hedging (Chapter 9), Leases (Chapter 17), and Not-for-Profit Entities (Chapter 18).
- Coverage of SEC content in FASB's Accounting Standards Codification, including SEC and PCAOB fees and budgets, regulation fair disclosures, and expanded reporting requirements.
- Updates related to the Tax Cuts and Job Act (TCJA) featured in chapters 6, 7, 14, and 19.
- Static and algorithmic problems added to each chapter.
- Improved test banks with added and revised tags.

CONTENTS

1. The Equity Method of Accounting for Investments
2. Consolidation of Financial Information
3. Consolidations—Subsequent to the Date of Acquisition
4. Consolidated Financial Statements and Outside Ownership
5. Consolidated Financial Statements — Intra-Entity Asset Transactions
6. Variable Interest Entities, Intra-Entity Debt, Consolidated Cash Flows, and Other Issues
7. Consolidated Financial Statements — Ownership Patterns and Income Taxes
8. Segment and Interim Reporting
9. Foreign Currency Transactions and Hedging Foreign Exchange Risk
10. Translation of Foreign Currency Financial Statements
11. Worldwide Accounting Diversity and International Standards
12. Financial Reporting and the Securities and Exchange Commission
13. Accounting for Legal Reorganizations and

NEW



Advanced Accounting

Joe Ben Hoyle, Thomas Schaefer, Timothy Doupnik

Edition: 14
2021©

992 Pages

Print: 9781260575910

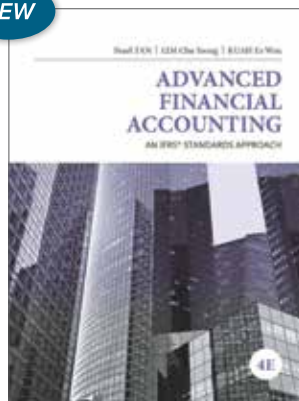
Connect: 9781260361681

OVERVIEW

The approach used by Hoyle, Schaefer, and Doupnik allows students to think critically about accounting, just as they will do while preparing for the CPA exam and in their future careers. With this Advanced Accounting textbook, students gain a well-balanced appreciation of the profession. As the 14th edition delves into the many aspects of accounting, it often focuses on past controversies and present resolutions. The Hoyle/Schaefer/Doupnik textbook shows the development of financial reporting as a product of intense and considered debate that continues today and into the future. Students easily comprehend concepts because

- Liquidations
- 14. Partnerships: Formation and Operation
- 15. Partnerships: Termination and Liquidation
- 16. Accounting for State and Local Governments (Part 1)
- 17. Accounting for State and Local Governments (Part 2)
- 18. Accounting and Reporting for Private Not-for-Profit Entities
- 19. Accounting for Estates and Trusts

NEW



Advanced Financial Accounting

Pearl Tan, Lim Chu Yeong,
Kuah Ee Wen

Edition: 4
2020©
1280 Pages
Print: 9789814821278

OVERVIEW

Tan/Lim/Kuah Advanced Financial Accounting 4th edition, with its step-by-step explanations and illustrations of the application of complex accounting standards, enables aspiring accountants in today's dynamic accounting environment to develop expertise with insight. Suitable for both accounting students in universities and accounting practitioners who are keen to keep up to date with the IFRS® Standards that are featured in this text. It presents the accounting issues clearly, illustrates the application of the IFRS® Standards systematically and explains the process thoroughly. As accounting standards become more comprehensive and economic transactions become more complex, it is necessary for accounting professors to equip their students so that they can deal with these issues with confidence.

FEATURES

- New end-of-chapter questions and impactful diagrams, flowcharts, concept maps and expanded explanations across chapters
- Enhanced explanation and illustrations on hedge accounting, expected credit loss and other content under IFRS 9
- New chapter on Derivatives Contracts on Own Equity, an area that is traditionally complex and difficult to account for. It explores the rationale for such transactions and explains the relevant consideration and the accounting treatment.
- Expanded coverage of various topics including deemed acquisitions and business combinations

without transfer of control, accounting for deemed disposals, translation of upstream and downstream transfers between a parent and a foreign subsidiary, segment reporting, treatment of more complex intra-group transactions, including contract accounting under IFRS 15.

- Expanded material and in-depth explanations on changes in ownership interests with or without change in control, and changes in ownership interests in joint arrangements

CONTENTS

1. Risk Reporting
2. Group Reporting I: Concepts and Context
3. Group Reporting II: Application of the Acquisition Method under IFRS 3
4. Group Reporting III: Accounting for Business Combinations & Non-controlling

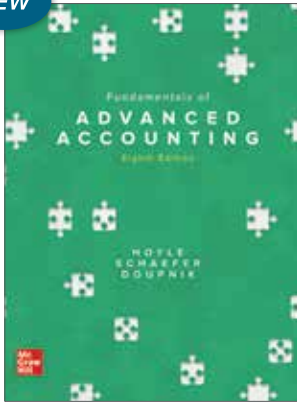
Interests under IFRS 3 in Post-acquisition Periods

5. Group Reporting IV: Consolidation under IFRS 10
6. Group Reporting V: Equity Accounting under IAS 28 Joint Arrangements under

IFRS 11

7. Group Reporting VI: Complex Consolidation Issues
8. Accounting for the Effects of Changes in Foreign Exchange Rates
9. Financial Instruments: Classification, Recognition and Measurement
10. Accounting for Derivatives and Hedge Accounting
11. Accounting for Taxes on Income
12. Earnings per Share
13. Share-based Payment
14. Common Control
15. Derivative Contracts on Own Equity

NEW



Fundamentals of Advanced Accounting

Joe Ben Hoyle, Thomas Schaefer, Timothy Doupnik

Edition: 8

2021©

672 Pages

Print: 9781260575927

Connect: 9781260361704

OVERVIEW

The approach used by Hoyle, Schaefer, and Doupnik Fundamentals of Advanced Accounting, 8th edition, is ideal for those schools wanting to cover 12 chapters in their Advanced Accounting course. This concise Advanced Accounting textbook allows students to think critically about accounting, just as they will do preparing for the CPA exam. The text continues to show the development of financial reporting as a product of intense and considered debate that continues today and will into the future. Students easily comprehend concepts because of the textbook's highly praised conversational tone along with the engaging, lively, and consistent writing style, all of which has contributed to making this the market-leading textbook for Advanced Accounting. The SmartBook 2.0 adaptive reading tool and algorithmic problems have been included in the new edition, along with the latest accounting standards.

FEATURES

- Roger CPA Review material allows Connect users to familiarize themselves with the CPA exam and begin practicing early. Users gain free access to expertly vetted multiple-choice questions within Connect, fully integrated into the filterable question bank to align with chapter topics and learning objectives.
- FASB/ASC standards have been significantly updated throughout content, including in Goodwill (Chapter 3), Derivatives and Hedging (Chapter 9), Leases (Chapter 17), and Not-for-Profit Entities (Chapter 18).
- Coverage of SEC content in FASB's Accounting Standards Codification, including SEC and PCAOB fees and budgets, regulation fair disclosures, and expanded reporting requirements.
- Updates related to the Tax Cuts and Job Act (TCJA) featured in chapters 6, 7, 14, and 19.
- Static and algorithmic problems added to each chapter.
- Improved test banks with added and revised tags.

CONTENTS

1. The Equity Method of Accounting for Investments
2. Consolidation of Financial Information
3. Consolidations—Subsequent to the Date of Acquisition
4. Consolidated Financial Statements and Outside Ownership
5. Consolidated Financial Statements — Intra-Entity Asset Transactions
6. Variable Interest Entities, Intra-Entity Debt, Consolidated Cash Flows, and Other Issues
7. Foreign Currency Transactions and Hedging Foreign Exchange Risk
8. Translation of Foreign Currency Financial Statements
9. Partnerships: Formation and Operation
10. Partnerships: Termination and Liquidation
11. Accounting for State and Local Governments (Part 1)
12. Accounting for State and Local Governments (Part 2)

Auditing & Assurance

NEW



Auditing & Assurance Services

Timothy J. Louwers, Allen Blay, David Sinason, Jerry R. Strawser, Jay C. Thibodeau

Edition: 8

2021©

1040 Pages

Print: 9781260570519

Connect: 9781260386974

OVERVIEW

As auditors, we are trained to investigate beyond appearances to determine the underlying facts—in other words, to look beneath the surface. From the Enron and WorldCom scandals of the early 2000s to the financial crisis of 2007–2008 to present-day issues and challenges related to significant estimation uncertainty, understanding the auditor's responsibility related to fraud, maintaining a clear perspective, probing for details, and understanding the big picture are indispensable to effective auditing. With the availability of greater levels of qualitative and quantitative information ("big data"), the need for technical skills and challenges facing today's auditor is greater than ever. The author team of Louwers, Blay, Sinason, Strawser, and Thibodeau has dedicated years of experience in the auditing field to this new edition of Auditing & Assurance Services, supplying the necessary investigative tools for future auditors.

CONTENTS**Part One: The Contemporary Auditing Environment**

1. Auditing and Assurance Services 1
2. Professional Standards 40

Part Two: The Financial Statement Audit

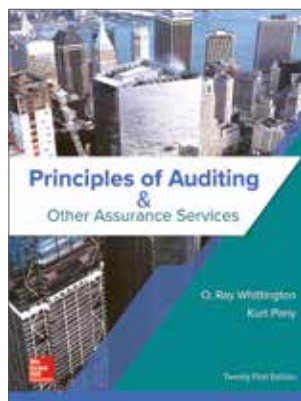
3. Engagement Planning 75
4. Management Fraud and Audit Risk 117
5. Risk Assessment: Internal Control Evaluation 173
6. Employee Fraud and the Audit of Cash 227
7. Revenue and Collection Cycle 279
8. Acquisition and Expenditure Cycle 336
9. Production Cycle 394
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- A. Other Public Accounting Services 583
- B. Professional Ethics 628
- C. Legal Liability 676
- D. Internal Audits, Governmental Audits, and Fraud Examinations 720
- E. Overview of Sampling 762
- F. Attributes Sampling 795
- G. Variables Sampling 835
- H. Auditing and Information Technology 883

CASES

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 PTL Club—The Harbinger of Things to Come? C5
 GM: Running on Empty? C11
 Unhealthy Accounting at HealthSouth C14
 KPMG: How Many Firms? C17
 Something Went Sour at Parmalat C20
 GE: How Much Are Auditors Paid? C23
 Satyam Computer Services Ltd.—India's Enron C26
 Auditor Changes at Daily Journal Corporation C30
 London Has Fallen C33
 Lehman Brothers: Subprime Accounting? C34
 Bernard L. Madoff: The Fraud of the Century C37
 When the Music Stops: Crazy Eddie's C40



**Principles Of Auditing
& Other Assurance
Services**

Ray Whittington, Kurt Pany

Edition: 21

2019©

944 Pages

Print: 9781260091717

Connect: 9781260118919

OVERVIEW

The 21st edition of Principles of Auditing & Other Assurance Services provides a carefully balanced presentation of auditing theory and practice. Written in a clear and understandable manner, it is particularly appropriate for students who have had limited or no audit experience. The approach is to integrate auditing material with that of previous accounting financial, managerial, and systems courses.

FEATURES

- **New Roger CPA Review Simulation:** Students will have access to sample CPA exam multiple-choice questions and task-based simulations from Roger CPA Review, with expert-written explanations and solutions! All questions either are directly from the AICPA or are modeled on AICPA questions that appear in the exam. Instructors may assign the auto-gradable multiple-choice questions in Connect, and task-based simulations are delivered via the Roger CPA Review platform, which mirrors the look, feel, and functionality of the actual exam.
- **New Objective Questions — The Objective Questions** are similar in format to the CPA exam. The first Objective Question in each chapter is composed of at least 12 multiple choice questions. Following that question are a number of task-based and document review simulations and other objective questions. All of the task-based simulations are meant to provide students with both a learning experience relating to the material in the chapter and a realistic example of CPA exam testing.
- **New Questions Requiring Analysis — The Questions Requiring Analysis** require thoughtful consideration of a realistic auditing situation and the application of professional standards. A number of these questions are taken from CPA and CIA examinations, and others describe actual practice situations. These questions, which are generally shorter than the problems, tend to stress value judgments and conflicting opinions.
- **New Document Review Simulations — A document review simulation** presents a realistic document as well as related source materials requiring student review. Ordinarily, highlighted words, phrases, or a sentence in the document may or may not be correct, requiring the candidate to select appropriate edits based on the relevant source materials. We have written such simulations and included them in the text's integrated case, Keystone Computers & Networks, Inc. in Chapters 10, 11, 12, 14, and 17. These simulations are presented and may be answered using the

text alone or with Connect, in a more realistic CPA exam-like format. Several of these also are offered as auto-graded within Connect.

CONTENTS

1. The Role of the Public Accountant in the American Economy
2. Professional Standards
3. Professional Ethics
4. Legal Liability of CPAs
5. Audit Evidence and Documentation
6. Audit Planning, Understanding the Client, Assessing Risks, and Responding
7. Internal Control
8. Consideration of Internal Control in an Information Technology Environment
9. Audit Sampling
10. Cash and Financial Investments
11. Accounts Receivable, Notes Receivable, and Revenue
12. Inventories and Cost of Goods Sold
13. Property, Plant, and Equipment — Depreciation and Depletion
14. Accounts Payable and Other Liabilities
15. Debt and Equity Capital
16. Auditing Operations and Completing the Audit
17. Auditors' Reports
18. Integrated Audits of Public Companies
19. Additional Assurance Services — Historical Financial Information
20. Additional Assurance Services — Other Information
21. Internal, Operational, and Compliance Auditing

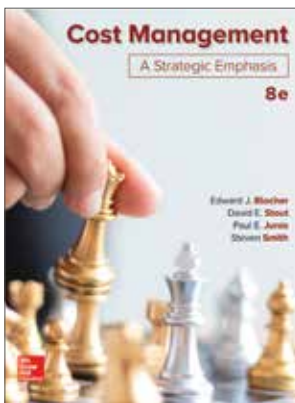
support an organization's competitiveness, improve its performance, and help the organization accomplish its strategy. The text is written to help students understand the broader role of cost accounting in helping an organization succeed — and not just the measurement of costs. While the text does include coverage of traditional costing topics, its primary strength is the linkage of these topics, as well as more contemporary topics, to an organization's strategy.

And with Connect, an easy-to-use homework and learning management solution that embeds learning science and award-winning adaptive tools to improve student outcomes, instructors receive a course solution that includes high quality content and assessment paired with assignments that help students build the skills they need to succeed. New Co-author: Steven D. Smith's expertise is in the areas of management control systems, focusing on the provision of incentives and performance measurement.

FEATURES

- Excel Tutorials — revised, reorganized, and expanded Excel tutorial content. Students can simultaneously hone their Excel skills and apply those skills to managerial topics using functions such as pivot tables, goal-seek and regression analysis. Tutorials are offered for each chapter in both step-by-step tutorial documents and as 'Applying Excel' content types within Connect, enabling instructors to more easily integrate into their courses and allowing students further practice using algorithmic versions.
- Self-Study Problems — Newly added algorithmic versions of the end-of-chapter self-study problems in Connect in addition to the worked-through versions included in the book. Students also have access to the static book versions and tutorial videos to work on their own time and at their own pace, using the step-by-step solution to each Self-Study Problem found in the Additional Student Resources.
- Cases and Readings Supplement: Available in the Instructor Library and Additional Student Resources, the cases and readings supplement challenges students to think about and use cost-management information in a real-world setting. Several of the cases are now offered as auto-graded assignments in Connect in the 8th edition. The content provides critical thinking skills development, and a basis for more comprehensive and in-depth discussions about the role of cost management in helping an organization successfully execute its strategy.

Cost Accounting



Cost Management: A Strategic Emphasis

Edward Blocher, David F. Stout, Paul Juras, Steven Smith

Edition: 8
2019©
976 Pages
Print: 9781260091724
Connect: 9781260118674

OVERVIEW

Cost Management — A Strategic Emphasis is dedicated to answering the question: Why Cost Management? It answers this question by providing cost-management tools and techniques needed to

CONTENTS**Part One: Introduction to Strategy, Cost Management, and Cost Systems**

1. Cost Management and Strategy
2. Implementing Strategy — The Value Chain, the Balanced Scorecard, and the Strategy Map
3. Basic Cost Management Concepts
4. Job Costing
5. Activity-Based Costing and Customer Profitability Analysis
6. Process Costing
7. Cost Allocation — Departments, Joint Products, and By-Products

Part Two: Planning and Decision Making

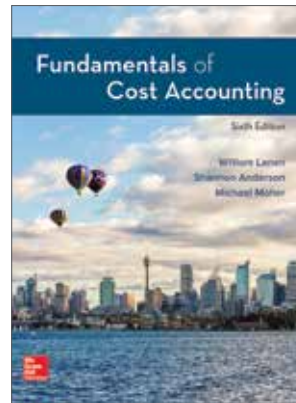
8. Cost Estimation
9. Short-Term Profit Planning — Cost-Volume-Profit (CVP) Analysis
10. Strategy and the Master Budget
11. Decision Making with a Strategic Emphasis
12. Strategy and the Analysis of Capital Investments
13. Cost Planning for the Product Life Cycle — Target Costing, Theory of Constraints, and Strategic Pricing

Part Three: Operational-Level Control

14. Operational Performance Measurement — Sales, Direct-Cost Variances, and the Role of Nonfinancial Performance Measures
15. Operational Performance Measurement — Indirect-Cost Variances and Resource-Capacity Management
16. Operational Performance Measurement — Further Analysis of Productivity and Sales
17. The Management and Control of Quality

Part Four: Management-Level Control

18. Strategic Performance Measurement: Cost Centers, Profit Centers, and the Balanced Scorecard
19. Strategic Performance Measurement: Investment Centers and Transfer Pricing
20. Management Compensation, Business Analysis, and Business Valuation

**Fundamentals Of Cost Accounting**

William N. Lanen, Shannon Anderson, Michael W. Maher

Edition: 6

2020©

816 Pages

Print: 9781260565461

Connect: 9781260248548

OVERVIEW

Fundamentals of Cost Accounting provides a direct realistic and efficient way to learn cost accounting integrated with new technology learning tools. Fundamentals is short making it easy to cover in one semester. The authors have kept the text concise by focusing on the key concepts students need to master.

The Decision opening vignettes and Business Application boxes show realistic applications of these concepts throughout. All chapters conclude with a Debrief that links the topics in the chapter to the decision problem faced by the manager in the opening vignette. Comprehensive end-of-chapter material provides students with all the practice they need to fully learn each concept.

CONTENTS**Introduction and Overview**

1. Cost Accounting: Information for Decision Making
2. Cost Concepts and Behavior

Cost Analysis and Estimation

3. Fundamentals of Cost-Volume-Profit Analysis
4. Fundamentals of Cost Analysis for Decision Making
5. Cost Estimation

Cost Management Systems

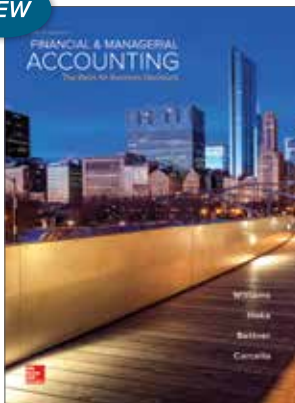
6. Fundamentals of Product and Service Costing
7. Job Costing
8. Process Costing
9. Activity-Based Costing
10. Fundamentals of Cost Management
11. Service Department and Joint Cost Allocation

Management Control Systems

12. Fundamentals of Management Control Systems
13. Planning and Budgeting
14. Business Unit Performance Measurement
15. Transfer Pricing
16. Fundamentals of Variance Analysis
17. Additional Topics in Variance Analysis
18. Performance Measurement to Support Business Strategy

Financial Accounting

NEW



Financial Accounting

Jan Williams, Mark S Bettner,
Joseph V Carcello

Edition: 18
2021©
800 Pages
Print: 9781260575583
Connect: 9781260706260

OVERVIEW

While many texts characterize themselves as having either a user approach or a preparer approach, Williams, Financial Accounting is written for faculty who want to strike a balance between these approaches. Business majors will find relevance in the Ethics, Fraud ; Corporate Governance, Your Turn and Case in Point boxes throughout the chapters while accounting majors will receive a firm grounding in accounting basics that will prepare them for future accounting courses. The authors made data driven revisions focusing on where students were struggling and updated content accordingly. Updates have also been made to the high-quality end of chapter problems and real-world examples.

FEATURES

- **REVENUE RECOGNITION:** A new section has been added on revenue recognition as a driver of a company's results of operations and the impact on financial position. While revenue recognition is most obvious in the income statement, it is also (1) an important driver for all financial statements (not limited to the income statement) and (2) performance obligations are particularly important in recognizing revenue.
- **END-OF-CHAPTER MATERIAL:** Updates and revisions have been made to the Brief Exercises, Problem Sets A and B, Exercises, Critical Thinking, and Comprehensive Problems.
- **CHAPTER OPENERS** have been revised and updated featuring companies such as: Disney, Amazon, PwC, McDonald's, Apple, Pfizer, Lowe's, UPS, Dillard's, Target, Pepsi, Johnson & Johnson, Microsoft, Coca-Cola, Kellogg, Puma AG, Columbia Sportswear, Google, and General Electric.
- **GENERAL LEDGER PROBLEMS:** show students how transactions post from the general journal all the way through the financial statements. These

are auto-graded features that provide students an overview of the accounting cycle. Helps students along the way with Check My Work capability so they can see if their work is correct, as well as complete the assignment.

CONTENTS

1. Accounting: Information for Decision Making
2. Basic Financial Statements
3. The Accounting Cycle: Capturing Economic Events
4. The Accounting Cycle: Accruals and Deferrals
5. The Accounting Cycle: Reporting Financial Results

COMPREHENSIVE PROBLEM 1: Susquehanna Equipment Rentals

6. Merchandising Activities
7. Financial Assets
8. Inventories and the Cost of Goods Sold

COMPREHENSIVE PROBLEM 2: Music-Is-Us, Inc.

9. Plant and Intangible Assets
10. Liabilities
11. Stockholders' Equity: Paid-In Capital

COMPREHENSIVE PROBLEM 3: Mountain Sports, Inc.

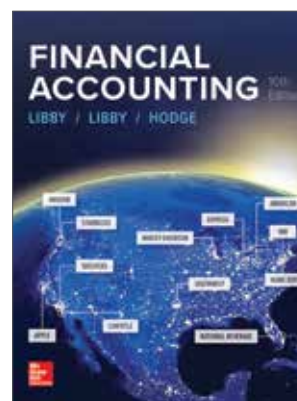
12. Revenue Recognition and Reporting Results of Operations
13. Statement of Cash Flows
14. Financial Statement Analysis

COMPREHENSIVE PROBLEM 4: Home Depot, Inc.

15. Global Business and Accounting

Appendices

- A. Home Depot 2018 Financial Statements
- B. The Time Value of Money



Financial Accounting

Robert Libby, Patricia Libby,
Frank Hodge

Edition: 10
2020©
848 Pages
Print: 9781260565430
Connect: 9781260204179

OVERVIEW

Libby/Libby/Hodge wrote this text based on their belief that the subject of financial accounting is inherently interesting, but financial accounting textbooks are often not. They believe most financial accounting textbooks fail to demonstrate that accounting is an

exciting field of study and one that is important to future careers in business.

When writing this text, they considered career relevance as their guide when selecting material, and the need to engage the student as their guide to style, pedagogy, and design. They successfully implement a real-world, single focus company approach in every chapter. Students and instructors have responded very favorably to the use of focus companies and the real-world financial statements. The companies chosen are engaging and the decision-making focus shows the relevance of financial accounting regardless of whether or not the student has chosen to major in accounting.

The authors believe in the building-block approach to teaching transaction analysis. Most faculty agree that mastery of the accounting cycle is critical to success in financial accounting. They believe that most faculty take more time with the accounting cycle, but other financial accounting textbooks don't. By slowing down the introduction of transactions and giving students time to practice and gain mastery, this building-block approach leads to greater student success in their study of later topics in financial accounting such as adjusting entries.

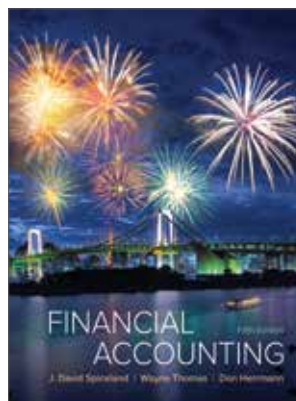
FEATURES

- New Data Analytics features, added where appropriate to introduce students to business and accounting applications they may study in later courses.
- Additional emphasis on the new revenue recognition standard through detailed edits of Chapters 3 and 6.
- Clear and concise discussion of the new leasing standard in Chapter 9.

CONTENTS

1. Financial Statements and Business Decisions (Focus Company: Le-Nature's Inc.)
2. Investing and Financing Decisions & the Accounting System (Focus Company: Chipotle Mexican Grill)
3. Operating Decisions and the Accounting System (Focus Company: Chipotle Mexican Grill)
4. Adjustments, Financial Statements, and the Quality of Earnings (Focus Company: Chipotle Mexican Grill)
5. Communicating & Interpreting Accounting Information (Focus Company: Apple Inc.)
6. Reporting & Interpreting Sales Revenue, Receivables, and Cash (Focus Company: Skechers U.S.A.)

7. Reporting and Interpreting Cost of Goods Sold and Inventory (Focus Company: Harley-Davidson, Inc.)
8. Reporting and Interpreting Property, Plant, and Equipment; Intangibles; and Natural Resources (Focus Company: Southwest Airlines)
9. Reporting and Interpreting Liabilities (Focus Company: Starbucks)
10. Reporting and Interpreting Bond Securities (Focus Company: Amazon)
11. Reporting and Interpreting Stockholders' Equity (Focus Company: IBM)
12. Statement of Cash Flows (Focus Company: National Beverage Corporation)
13. Analyzing Financial Statements (Focus Company: The Home Depot)



Financial Accounting

David Spiceland, Wayne Thomas, Don Herrmann

Edition: 5
2019©
784 Pages
Print: 9781260091625
Connect: 9781260118865

OVERVIEW

Don't you love those moments in your course when students are fully engaged? When the Aha! revelations are bursting like fireworks? The Financial Accounting author team has developed a concise and well-organized; learning framework to show students that accounting consists of three major processes: measuring, communicating, and decision-making. By consistently tying each lesson into this framework, instructors can significantly improve student engagement and outcomes.

Building on the success of the first four editions of Financial Accounting, the 5th edition will motivate, engage, and challenge students. Paired with the market-leading power of the Connect platform, Spiceland-Thomas-Herrmann Financial Accounting; will truly illuminate the financial accounting course for each student.

FEATURES

- Updated Content to reflect latest FASB pronouncements including terminology related to changes in Revenue Recognition, Inventory, Goodwill, Investments, and Leases.

- Updated General Ledger Problems have been added to the current offering, including some Great Adventures questions in this format. General Ledger Problems that were previously in Connect only, are also now available in the text.
- Updated Let's Review Videos that help students understand how to approach solving these short in-chapter review exercises and models the approach for related homework.
- New Concept Overview Videos teach each chapter's core learning objectives and concepts through an engaging multimedia presentation. Checkpoint questions are now graded for accuracy, ensuring students complete and fully comprehend the material.

CONTENTS

1. A Framework for Financial Accounting
2. The Accounting Cycle: During the Period
3. The Accounting Cycle: End of the Period
4. Cash and Internal Controls
5. Receivables and Sales
6. Inventory and Cost of Goods Sold
7. Long-Term Assets
8. Current Liabilities
9. Long-Term Liabilities
10. Stockholders' Equity
11. Statement of Cash Flows
12. Financial Statement Analysis



FINANCIAL ACCOUNTING IFRS AGE

Williams Jan R, Susan Haka, Mark Bettner, Joseph Carcello, C. Y. Lam Nelson, T. Y. Lau Peter

Edition: 2
2015©
800 Pages
Print: 9781259073625

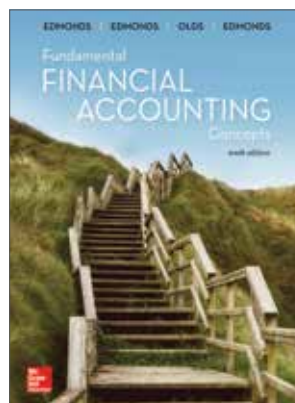
OVERVIEW

Financial Accounting — International Financial Reporting Standards is written with the Asian student in mind. Based on the market-leading U.S. title, Financial Accounting, the 2nd edition retains the features that have contributed to the success of the U.S. book. In addition, it incorporates updated examples, case studies, and questions drawn from Asian contexts and practices. Combined with robust end-of-chapter exercises and exciting interactive supplementary materials, this textbook is absolutely

relevant and essential for instructors and students in the region.

CONTENTS

1. Accounting: information for decision making
2. Basic financial statements
3. The Accounting Cycle — Capturing economic events
4. The Accounting Cycle — Accruals and deferrals
5. The Accounting Cycle — Reporting financial results
6. Merchandising activities
7. Financial assets
8. Inventories and the cost of goods sold
9. Property, plant, and equipment, intangible assets, and natural resources
10. Liabilities
11. Shareholders' equity: capital
12. Profit and changes in retained earnings
13. Statement of cash flows
14. Financial statement analysis
15. Global business and accounting



Fundamental Financial Accounting Concepts

Thomas P. Edmonds, Christopher Edmonds, Frances M. McNair, Philip R. Olds

Edition: 10
2019©
800 Pages
Print: 9781260091830
Connect: 9781260118766

OVERVIEW

Students are often overwhelmed by the amount of information presented in the introductory financial accounting course, while instructors often want their students to better grasp “the big picture.”

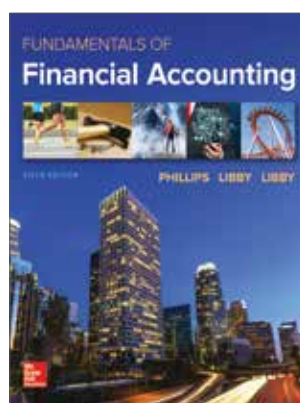
Fundamentals of Financial Accounting Concepts delivers a unique approach to building accounting skills while maintaining a more traditional use of debits and credits. Through this method, the authors drive students' curiosity and inspire them to ask the “why” questions that get at the heart of how Accounting works. By teaching foundational accounting concepts in a logical sequence, the Edmonds author team shifts the focus from memorizing procedures to the development of real-world thinking patterns.

FEATURES

- Revised and updated lecture videos, now providing coverage of every single learning objective and self-assessment quizzes. Developed and created by author team to retain the engaging feel of a live lecture as opposed to a scripted presentation.
- Updated and revised content to meet new FASB Accounting standards regarding revenue recognition
- New “Focus on International Issues”, and Reality Bytes sections. Updated The Curious Accountant feature, The Financial Analyst section, and trend data for Dow Jones Industrial companies

CONTENTS

1. An Introduction to Accounting
2. Accounting for Accruals and Deferrals
3. The Double-Entry Accounting System
4. Accounting for Merchandising Businesses
5. Accounting for Inventories
6. Internal Control and Accounting for Cash
7. Accounting for Receivables
8. Accounting for Long-Term Operational Assets
9. Accounting for Current Liabilities and Payroll
10. Accounting for Long-Term Debt
11. Proprietorships, Partnerships, and Corporations
12. Statement of Cash Flows
13. Financial Statement Analysis (Available online in the Connect Library)



**Fundamentals Of
Financial Accounting**
Fred Phillips, Robert Libby,
Patricia Libby

Edition: 6
2019©
768 Pages
Print: 9781260092813
Connect: 9781260118841

OVERVIEW

Fundamentals of Financial Accounting introduces students to financial accounting using a balanced mix of conversational wording, clear and concise presentations, and everyday examples, allowing students to grasp concepts fundamental to financial accounting without sacrificing rigor or coverage. It incorporates carefully chosen focus companies that students recognize and engage with in their everyday lives.

From tech start-ups to some of the world's most familiar trademark brands, each chapter opens with an engaging scenario or story using a familiar company. The same focus company is used throughout the entire chapter so that students can see how the concepts and calculations apply to a real-world company they are already familiar with.

This edition uses peer-reviewed research and careful analysis of data to inform pedagogy and presentation of concepts. For example, the authors' research on various approaches to teaching the accounting cycle informed the step-by-step model used in the text — a model proven to lead to better results in short-term assessment as well as in long-term understanding and application of the material. By breaking the accounting cycle down into more cohesive, bite-sized segments, students develop a stronger foundational understanding.

FEATURES

- Concept Overview Videos that teach the core concepts in an animated, narrated, and interactive multimedia format, enlivening the course's key learning objectives.
- Checkpoint questions allow instructors to assign points to knowledge checks and grade for accuracy, not just completion.
- The new 5-step revenue model, as it applies to service companies (Chapter 3) and merchandisers (Chapter 6). As part of these changes, all references to unearned revenue have been replaced with deferred revenue.
- New Spotlight on Big Data and Analytics, including topics relating to big data, data visualization, and data and business analytics.

CONTENTS

1. Business Decisions and Financial Accounting
2. The Balance Sheet
3. The Income Statement
4. Adjustments, Financial Statements, and Financial Results
5. Fraud, Internal Control, and Cash
6. Merchandising Operations and the Multistep Income Statement
7. Inventory and Cost of Goods Sold
8. Receivables, Bad Debt Expense, and Interest Revenue
9. Long-Lived Tangible and Intangible Assets
10. Liabilities
11. Stockholders' Equity
12. Statement Cash Flows
13. Measuring and Evaluating Financial Performance

NEW



Introductory Financial Accounting for Business

Thomas P Edmonds,
Christopher Edmonds

Edition: 2
2021©

816 Pages

Print: 9781260575309

Connect: 9781264096923

OVERVIEW

Learning Financial Accounting can often feel like learning a foreign language to students. Before students even grasp the underlying concepts of Accounting, they are immersed in unfamiliar terms, and before students fully realize the purpose of financial statements, they are asked to make detailed recording procedures. This early emphasis on terminology and recording can be a struggle for non-accounting majors to see the relevancy, leading to increased dropouts and higher failure rates. This creates a challenge for Financial Accounting instructors, who must balance the need to engage and retain non-majors while fully preparing Accounting majors for the next level. The authors of Introductory Financial Accounting for Business offer a solution emphasizing an analytical approach to Accounting – teaching students to think like business professionals and speak in terms of bottom-line consequences: How will a given transaction impact my overall business? How can I make better business decisions whether I'm an accountant, manager, or entrepreneur?

CONTENTS

1. An Introduction to Accounting
2. Accounting for Accruals Chapter 3: Accounting for Deferrals
3. Accounting for Merchandising Businesses
4. Accounting for Inventories
5. Internal Control and Accounting for Cash
6. Accounting for Receivables
7. Accounting for Long-Term Operational Assets
8. Accounting for Current Liabilities and Payroll
9. Accounting for Long-Term Debt
10. Proprietorships, Partnerships, and Corporations
11. Statement of Cash Flows
12. The Double-Entry Accounting System
13. Financial Statement Analysis (Available online in Connect)

Appendices

- A. Accessing the EDGAR Database through the Internet

- B. Portion of the Form 10-K for Target Corporation
- C. Summary of Financial Ratios
- D. General Ledger Capstone Project
- E. Capstone Financial Statement Analysis and Annual Report Projects
- F. Accounting for Investment Securities
- G. Time Value of Money
- H. Big Data and Data Visualizations Overview
- I. Chart of Accounts

Intermediate Accounting

NEW



Financial Reporting And Analysis

Lawrence Revsine, Daniel
Collins, Bruce Johnson, Fred
Mittelstaedt, Leonard Soffer

Edition: 8
2021©

1152 Pages

Print: 9781260247848

Connect: 9781260352566

OVERVIEW

For the first time, Revsine's Financial Reporting & Analysis will feature Connect the premier digital teaching and learning tool that allows instructors to assign and assess course material. The authors emphasize both the process of financial reporting and the analysis of financial statements.

This book employs a true "user" perspective by discussing the contracting and decision implications of accounting helping readers understand why accounting choices are so important and to whom they matter. They train their readers to be good financial detectives by enabling them to read use and interpret the statements. Most importantly, it helps students understand how and why managers can utilize the flexibility in GAAP to adapt the numbers for their own purposes.

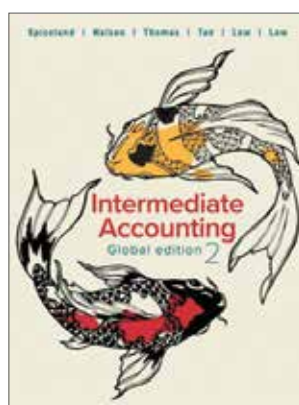
FEATURES

- Incorporation of all FASB and IASB standards, exposure drafts, and discussion papers released through July 2013.
- New and revised end-of-chapter materials including exercises, problems, and cases tied to Global Vantage Points or to proposed new FASB and IASB standards.
- Updated Global Vantage Point section Identify key differences between U.S. GAAP and IFRS. Discuss

financial statement excerpts of companies that follow IFRS. Summarise proposed new accounting standards issued by the FASB and/or the IASB as part of their convergence project.

CONTENTS

1. The Economic and Institutional Setting for Financial Reporting
2. Accrual Accounting and Income Determination
3. Revenue Recognition
4. Structure of the Balance Sheet and Statement of Cash Flows
5. Accounting Changes and Restatements, Financial Statement Notes, and Non-GAAP Metrics
6. Essentials of Financial Statement Analysis
7. The Role of Financial Information in Valuation and Credit Risk Assessment
8. The Role of Financial Information in Contracting
9. Receivables
10. Inventories
11. Long-Lived Assets
12. Financial Instruments and Liabilities
13. Financial Reporting for Leases
14. Income Tax Reporting
15. Pensions and Postretirement Benefits
16. Financial Reporting for Owners' Equity
17. Intercompany Investments
18. Accounting for Foreign Operations and Segment Reporting
19. Derivatives and Hedging
20. Statement of Cash Flows



Intermediate Accounting, Global Edition

David Spiceland, Wayne Thomas, Mark Nelson, Pearl Tan, Bernardine Low, Kin Yew Low

Edition: 2

2018©

1236 Pages

Print: 9789813153417

Connect: 9789813153639

OVERVIEW

The sequel to the hugely successful 1st edition of Intermediate Accounting is here, and it is as clear comprehensive and current as always. Committed to meeting the needs of accounting students studying IFRS, Global Edition 2e analyses the major changes to three key standards as well as the Revised Conceptual Framework for Financial Reporting in detail. The text explores applications

of the Standards from multiple perspectives and highlights the differences between U.S. GAAP and IFRS reporting methods enabling students to develop strong IFRS competencies.

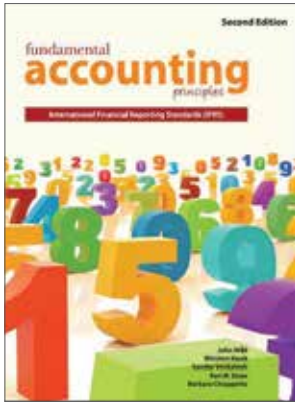
The updates incorporated in this edition help users keep pace with the changing nature of accounting in a global world. Major improvements to Intermediate Accounting Global Edition 2e include: Amendments to IFRS 9 Financial Instruments and IFRS 16 Leases. Detailed explanations of the applications of IFRS 15 Revenue from Contracts with Customers with a special focus on accounting for special revenue features in the digital economy dominated by e-commerce. Brand new content on short-term employee benefits and greater emphasis on the balance sheet approach to deferred tax.

More real-world financial cases from well-known Asian and global companies to help students understand the impact of the IFRS changes on reporting companies.

New and challenging end of chapter review exercises that focus on the challenges confronting companies in the digital age. A more streamlined table of contents to allow for in-depth coverage of topics more relevant to Intermediate Accounting students.

CONTENTS

1. Environment and Theoretical Structure of Financial Accounting
2. The Statement of Financial Position and Financial Disclosures
3. The Statement of Profit or Loss and Other Comprehensive Income
4. Statement of Cash Flows
5. Revenue
6. PPE, IP and Intangible Assets — Acquisition and Disposition
7. PPE, IP and IA: Utilization and Impairment
8. Financial assets confirm with iauthir is FA or Investments
9. Provisions, contingent liabilities & contingent assets
10. Bonds and long-term notes
11. Leases
12. Accounting for Income Taxes
13. Employee benefits
14. Shareholders' Equity
15. Share based compensation and EPS
16. Accounting Changes



Intermediate Financial Reporting

Nelson Lam, Peter Lau

Edition: 3

2017©

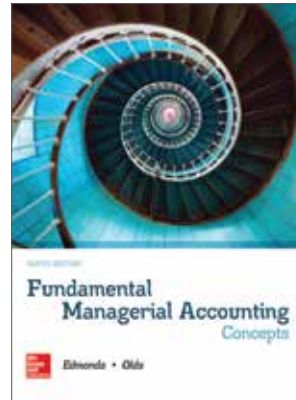
? pages

Print: 9789814731997

CONTENTS

1. Financial Reporting and International Financial Reporting Standards
2. Conceptual Framework for Financial Reporting
3. Property, Plant and Equipment
4. Leases
5. Investment Property
6. Intangible Assets
7. Borrowing Costs
8. Impairment of Assets
9. Inventories
10. Revenue and Construction Contracts
11. Revenue from Contracts with Customers
12. Employee Benefits
13. Income Taxes
14. Provisions and Contingencies
15. Financial Instruments — An Introduction
16. Financial Assets
17. Financial Liabilities and Derecognition
18. Financial Instruments — Presentation and Disclosure
19. Presentation of Financial Statements
20. Accounting Policies, Changes in Accounting Estimates and Errors
21. Events after the Reporting Period
22. Non-current Assets Held for Sale and Discontinued Operations
23. The Effects of Changes in Foreign Exchange Rates
24. Statement of Cash Flows
25. Fair Value Measurement

Managerial Accounting



Fundamental Managerial Accounting Concepts

Thomas P. Edmonds,
Christopher Edmonds, Mark
A. Edmonds, Philip R. Olds

Edition: 9

2020©

752 Pages

Print: 9781260565485

Connect: 9781260204186

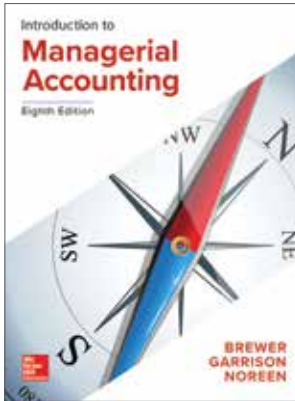
OVERVIEW

Fundamental Managerial Accounting Concepts 9e focuses on helping students truly understand the underlying principles of accounting not just memorizing content. Pedagogical innovations like the unique Horizontal Financial Statements Model and a multiple accounting cycle approach that demonstrates the impact of related events over a series of accounting cycles ensure students understand the true application of accounting in business.

The text is organized in a coherent integrative framework that enables students to build knowledge in stepwise fashion focusing on real-world examples international issues and “A Look Back” and “A Look Forward” to keep content current and relevant. Author-created Video Lectures are the ideal complement to any face-to-face online or flipped classroom.

CONTENTS

1. Management Accounting and Corporate Governance
2. Cost Behavior, Operating Leverage, and Profitability Analysis
3. Analysis of Cost, Volume, and Pricing to Increase Profitability
4. Cost Accumulation, Tracing, and Allocation
5. Cost Management in an Automated Business Environment: ABC, ABM, and TQM.
6. Relevant Information for Special Decisions
7. Planning for Profit and Cost Control
8. Performance Evaluation
9. Responsibility Accounting
10. Planning for Capital Investments
11. Product Costing in Service and Manufacturing Entities
12. Job-Order, Process, and Hybrid Costing Systems
13. Financial Statement Analysis
14. Statement of Cash Flows



Introduction To Managerial Accounting

Peter C. Brewer, Ray H. Garrison, Eric Noreen

Edition: 8
2019©
752 Pages
Print: 9781260091755
Connect: 9781260118742

OVERVIEW

Brewer's Introduction to Managerial Accounting has earned a reputation as the most accessible and readable book on the market. Its manageable chapters and clear presentation point students toward understanding, just as the needle of the compass provides direction to travellers. However, the book's authors also understand that everyone's destination may be different. Some students will become accountants, while others are destined for careers in management, marketing, or finance.

Not only does the Brewer text teach students managerial accounting concepts in a clear and concise way, it also asks students to consider how the concepts they are learning will apply to the real-world situations they will eventually face in their careers. This combination of conceptual understanding and the ability to apply that knowledge directs students toward success, whatever their final destination may be.

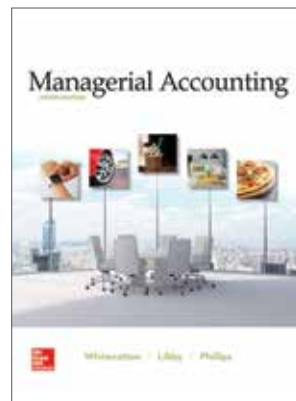
FEATURES

- Integration Exercises — 12 new exercises in the back of the book integrate learning objectives across chapters. Use these exercises to show students how “it all fits together” to provide greater managerial insight and more effective planning, controlling, and decision making. The integration exercises are also tailor-made for flipping the classroom because they offer challenging questions that require students to work in teams to derive solutions that synthesize what they have learning throughout the semester.
- Concept Overview Videos — Assignable and gradable through Connect, Concept Overview Videos cover each learning objective through narrated, animated presentations. It includes both the visual animations and transcripts to accommodate all types of learners.
- Mastery of core content — Each chapter contains one Foundational 15 exercise that includes 15

“building-block” questions related to one concise set of data. These exercises synthesize all the chapter learning objectives into one exercise, making them ideal for in-class discussion or chapter review.

CONTENTS

1. Managerial Accounting and Cost Concepts
2. Job-Order Costing — Calculating Unit Product Costs
3. Job-Order Costing — Cost Flows and External Reporting
4. Activity-Based Costing
5. Process Costing
6. Cost-Volume-Profit Relationships
7. Variable Costing and Segment Reporting: Tools for Management
8. Master Budgeting
9. Flexible Budgets, Standard Costs, and Variance Analysis
10. Performance Measurement in Decentralized Organizations
11. Differential Analysis — The Key to Decision Making
12. Capital Budgeting Decisions
13. Statement of Cash Flows
14. Financial Statement Analysis



Managerial Accounting

Stacey M. Whitecotton, Robert Libby, Fred Phillips

Edition: 4
2020©
672 Pages
Print: 9781260565447
Connect: 9781260248609

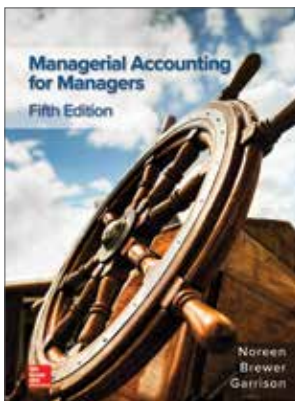
OVERVIEW

Whitecotton Managerial Accounting 4e and Connect present an integrated and proven solution designed to help attain course goals of student readiness and motivation comprehension of content and application of key concepts. It addresses the reality of students taking the managerial accounting course: the majority of them will not become accounting majors and accountants; instead they will use accounting information in their professional lives to make business decisions. Therefore, the greatest challenges instructors have are to engage these students in the managerial accounting course keep the students motivated throughout the course and teach them

accounting in a way that connects conceptual understanding to the real world so students will be able to analyze and apply their managerial accounting knowledge successfully in careers as managers in the world of business.

CONTENTS

1. Introduction to Managerial Accounting
2. Job Order Costing
3. Process Costing
4. Activity-Based Costing and Cost Management
5. Cost Behavior
6. Cost-Volume-Profit Analysis
7. Incremental Analysis for Short-Term Decision Making
8. Budgetary Planning
9. Standard Costing and Variances Analysis
10. Decentralized Performance Evaluation
11. Capital Budgeting
12. Statement of Cash Flows
13. Measuring and Evaluating Financial Performance



Managerial Accounting For Managers

Eric Noreen, Peter C. Brewer,
Ray H. Garrison

Edition: 5
2020©
640 Pages
Print: 9781260570014
Connect: 9781260248586

OVERVIEW

Managerial Accounting for Managers 5th edition is based on the market-leading managerial accounting solution Managerial Accounting by Garrison Noreen and Brewer. The Noreen solution presents integrated and proven solutions designed to help attain course goals of student readiness comprehension of content and application of key concepts in the managerial accounting course while addressing the needs of instructors who do not wish to teach the financial accounting-oriented content that is included in the Garrison solution (no debits/credits).

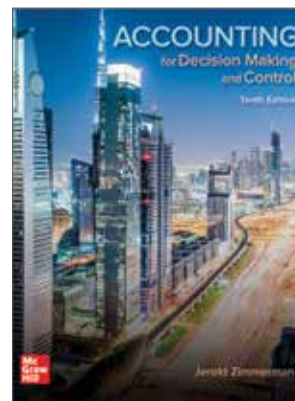
Of the three programs in the Garrison franchise (the Brewer solution, the Garrison solution and the Noreen solution), the Noreen solution has the purest management accounting content. The other two programs contain greater coverage of financial accounting topics. The Noreen solution includes the

managerial accounting topics such as Relevant Costs for Decision Making Capital Budgeting Decisions and Segment Reporting and Decentralization however the job-order costing chapter has been extensively rewritten to remove all journal entries.

Furthermore, the chapters dealing with process costing the statement of cash flows and financial statement analysis have been dropped to enable professors to focus their attention on the bedrocks of managerial accounting — planning control and decision making.

CONTENTS

1. Managerial Accounting and Cost Concepts
2. Cost-Volume-Profit Relationships
3. Job-Order Costing — Calculating Unit Product Costs
4. Variable Costing and Segment Reporting — Tools for Management
5. Activity-Based Costing — A Tool to Aid Decision Making
6. Differential Analysis: The Key to Decision Making
7. Capital Budgeting Decisions
8. Master Budgeting
9. Flexible Budgets and Performance Analysis
10. Standard Costs and Variances
11. Performance Measurement in Decentralized Organizations Integration Exercises



Accounting for Decision Making and Control

Jerold Zimmerman

Edition: 10
2020©
688 Pages
Print: 9781260565478
Connect: 9781260248623

OVERVIEW

Accounting for Decision Making and Control provides students and managers with an understanding appreciation of the strengths and limitations of an organizations accounting system thereby allowing them to be more intelligent users of these systems. Zimmerman provides students with a framework for understanding accounting systems and a basis for analyzing proposed changes to these systems. Consistent with prior editions the goal of the new 10th edition of Zimmerman strives to demonstrate to

students that Managerial Accounting is an integral part of the firm's organizational architecture not just an isolated set of computational topics.

FEATURES

- **End-of-Chapter Material:** The end-of-chapter materials have been drawn from real companies and are useful for facilitating in classroom discussion. End-of-Chapter material consists of problems and cases drawn from actual company applications described by Zimmerman's former students based on their work experience and his consulting experience. These problems and cases help to develop "critical thinking" skills and require students to write a short essay after preparing their numerical analyses.

CONTENTS

1. Introduction
 2. The Nature of Costs
 3. Opportunity Cost of Capital and Capital Budgeting
 4. Organizational Architecture
 5. Responsibility Accounting and Transfer Pricing
 6. Budgeting
 7. Cost Allocation: Theory
 8. Cost Allocation: Practices
 9. Absorption Cost Systems
 10. Criticisms of Absorption Cost Systems: Incentive to Overproduce
 11. Criticisms of Absorption Cost Systems: Inaccurate Product Costs
 12. Standard Costs: Direct Labor and Materials
 13. Overhead and Marketing Variances
 14. Management Accounting in a Changing Environment
- Solutions to Concept Questions
Glossary
Index

OVERVIEW

As the long-time #1 best-seller in Managerial Accounting, the 17th edition of Garrison/Noreen/Brewer's Managerial Accounting successfully guides students through the Managerial Accounting course and beyond. Not only does the Garrison text teach students Managerial Accounting concepts in a clear and concise way, but it also asks students to consider how the concepts they're learning will apply to the real-world situations they will eventually confront in their careers.

Garrison's 17th edition improves student learning and fosters course and career readiness with its emphasis on relevance, accuracy, and clarity while also embracing innovation through the incorporation of Data Analytics Exercises. With world class content, combined with the powerful platform of Connect to engage and enhance learning, students are provided with a framework to achieve higher outcomes in their Managerial Accounting course and beyond.

FEATURES

- **Excel Analytics:** In Excel Analytics, students work with complex datasets; filter data; learn Excel functionality such as Goal Seek, Pivot Tables, and Solver; and build data visualizations that tell the accounting and analytics story. These activities go beyond basic data manipulations and Excel skills by asking students to think critically and holistically about the story they have created.
- **Tableau Dashboard Activities** allow students to explore live Tableau dashboards directly integrated into Connect through interactive filters and menus as well as auto-graded, analysis-based questions. Students can check their understanding and apply what they are learning within the framework of analytics and critical thinking.
- **Connect Only Test-Bank:** A new online test bank available in Connect contains more than 1,600 author-created multiple-choice questions. Additionally, these Connect-only questions are presented in a combination of static and algorithmic (both quantitative and qualitative algo) and they cover all learning objectives for each chapter. The questions are qualitative and quantitative in nature and they span the entire "degree-of-difficulty" continuum, including easy, medium, and hard.
- **Audio Hints** have been added to certain problems in Connect and offer brief explanations of the key step students need to solve a specific end-of-chapter problem. With callouts to individual chapter learning objectives, audio hints are both a helpful

NEW

Garrison Noreen Brewer

Managerial Accounting

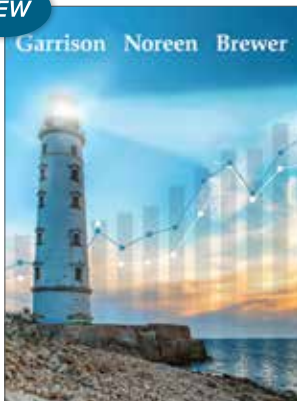
Ray H Garrison, Eric Noreen,
Peter C. Brewer

Edition: 17
2021©

832 Pages

Print: 9781260575682

Connect: 9781260361629



tool for completing an assignment as well as an additional opportunity for students to link their work back to the chapter content.

- TestBuilder: Available within Connect, Test Builder is a cloud-based tool that enables instructors to format tests that can be printed or administered within a Learning Management System. Test Builder offers a modern, streamlined interface for easy content configuration that matches course needs, without requiring a download.
- Integration Exercises help students see how "it all fits together" and provide greater managerial insight & more effective planning, controlling, and decision making. These exercises offer challenging questions that require students to work in teams, helping them derive solutions that synthesize what they have learned throughout the semester. There are now a total of 20 Integration Exercises included in Connect and the back of the text.

CONTENTS

Prologue: Managerial Accounting: An Overview

1. Managerial Accounting and Cost Concepts
2. Job-Order Costing: Calculating Unit Product Costs
3. Job-Order Costing: Cost Flows and External Reporting
4. Process Costing
5. Cost-Volume-Profit Relationships
6. Variable Costing and Segment Reporting: Tools for Management
7. Activity-Based Costing: A Tool to Aid Decision Making
8. Master Budgeting
9. Flexible Budgets and Performance Analysis
10. Standard Costs and Variances
11. Responsibility Accounting Systems
12. Strategic Performance Measurement
13. Differential Analysis: The Key to Decision Making
14. Capital Budgeting Decisions
15. Statement of Cash Flows
16. Financial Statement Analysis

Integration Exercises

Index



Managerial Accounting: Creating Value In A Dynamic Business Environment

Ronald Hilton and David Platt

Edition: 12

2020©

880 Pages

Print: 9781260566390

Connect: 9781260204193

OVERVIEW

The emphasis of Managerial Accounting, 12th edition, is on teaching students to use accounting information to best manage an organization. Consistent with the practice Hilton pioneered in the first edition, each chapter is written around a realistic business or focus company that guides the reader through the topics of that chapter. Known for balanced examples of Service, Retail, Nonprofit and Manufacturing companies, Hilton/Platt offers a clear, engaging writing style that has been praised by instructors and students alike. The 12th edition of Managerial Accounting offers significant coverage of contemporary topics such as activity-based costing, target costing, the value chain, customer profitability analysis, and throughput costing while also including traditional topics such as job-order costing, budgeting and performance evaluation.

FEATURES

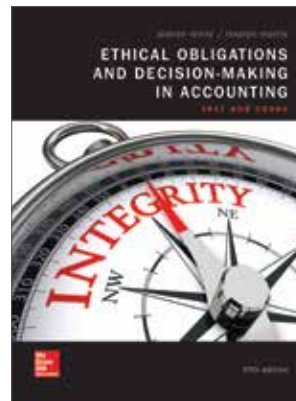
- Coverage of data analytics and big data in the context of managerial accounting have been significantly increased in this 12th edition. The topic is first introduced in Chapter 1, where it is discussed in the context of the Whole Foods Market contrast company. It then gets deeper coverage in Chapter 6, which includes an illustration of data visualization using both Excel and Tableau. And discussions of big data and its impact in managerial decision making are sprinkled throughout the book, such as the new Management Accounting Practice (MAP) inset "Big Data 'Use Cases' in Managing Costs and Profits" in Chapter 3, other new MAPs in Chapters 5, 9, and 10, and in general discussion.
- New & updated business ethics coverage. A number of the Focus on Ethics scenarios were updated by the authors and have been linked to the thoughtful and entertaining ethics concepts videos produced by the business educators at Ethics Unwrapped. Indicated by the logo that appears at the front of this paragraph, the videos offer instructors the opportunity to expand the

discussion of ethical concepts in business while providing students some conceptual underpinnings for the ethical dilemmas presented and their solutions.

CONTENTS

1. The Crucial Role of Managerial Accounting in a Dynamic Business Environment
2. Basic Cost Management Concepts
3. Product Costing and Cost Accumulation in a Batch Production Environment
4. Process Costing and Hybrid Product-Costing Systems
5. Activity-Based Costing and Management
6. Activity Analysis, Cost Behavior, and Cost Estimation
7. Cost-Volume-Profit Analysis
8. Variable Costing and the Measurement of ESG and Quality Costs
9. Financial Planning and Analysis: The Master Budget
10. Standard Costing and Analysis of Direct Costs
11. Flexible Budgeting and Analysis of Overhead Costs
12. Responsibility Accounting and the Balanced Scorecard
13. Investment Centers and Transfer Pricing
14. Decision Making: Relevant Costs and Benefits
15. Target Costing and Cost Analysis for Pricing Decisions
16. Capital Expenditure Decisions
17. Allocation of Support Activity Costs and Joint Costs
- Appendix I: The Sarbanes–Oxley Act, Internal Controls, and Management Accounting
- Appendix II: Compound Interest and the Concept of Present Value
- Appendix III: Inventory Management
- References for “In Their Own Words”
- Glossary
- Index of Companies and Organizations
- Index of Subjects
- Focus on Ethics Statement

Special Topics In Accounting



Ethical Oblig & Decision-making In Acctg: Text And Cases

Steven M. Mintz

Edition: 5

2020©

592 Pages

Print: 9781260565454

Connect: 9781260248487

OVERVIEW

The overriding philosophy of this text is to provide the instructor with comprehensive coverage of ethical and professional issues encountered by accounting professionals.

The book is devoted to helping students cultivate the ethical commitment needed to ensure that their work meets the highest standards of integrity independence and objectivity. Ethical Obligations and Decision Making in Accounting is designed to provide the instructor with the best flexibility and pedagogical effectiveness of any book on the market.

CONTENTS

1. Ethical Reasoning: Implications for Accounting
2. Cognitive Processes and Ethical Decision Making in Accounting
3. Organizational Ethics and Corporate Governance
4. Ethics and Professional Judgment in Accounting
5. Fraud in Financial Statements and Auditor Responsibilities
6. Legal, Regulatory, and Professional Obligations of Auditors
7. Earnings Management
8. Ethical Leadership and Decision-Making in Accounting



International Accounting

Timothy Douppnik, Hector Perera

Edition: 5
2020©
544 Pages
Print: 9781260547986
Connect: 9781260248463

OVERVIEW

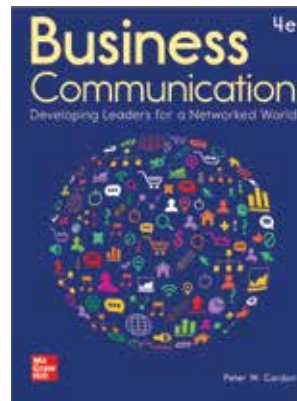
The 5th Edition of International Accounting provides an overview of the broadly defined area of international accounting but also focuses on the accounting issues related to international business activities and foreign operations. This edition also includes updated coverage of the International Accounting Standards Board (IASB) and International Financial Reporting Standards (IFRS).

The unique benefits of this textbook include its up-to-date coverage of relevant material extensive numerical examples provided in most chapters two chapters devoted to the application of International Financial Reporting Standards (IFRS) and coverage of non-traditional but important topics such as strategic accounting issues of multinational companies international corporate governance and corporate social responsibility reporting.

CONTENTS

1. Introduction to International Accounting
2. Worldwide Accounting Diversity
3. International Convergence of Financial Reporting
4. International Financial Reporting Standards: Part I
5. International Financial Reporting Standards: Part II
6. Foreign Currency Transactions and Hedging Foreign Exchange Risk
7. Translation of Foreign Currency Financial Statements
8. International Taxation
9. International Transfer Pricing
10. Management Accounting Issues in Multinational Corporations
11. Auditing and Corporate Governance — An International Perspective
12. International Sustainability Reporting

BUSINESS COMMUNICATION



Business Communication: Developing Leaders for a Networked World

Peter Cardon

Edition:4
2021©
608 Pages
Print: 9781260571356
Connect: 9781264109074

OVERVIEW

Students preparing to succeed in today's workplace require solid training in communication skills and principles, as well as experience in realistic professional applications. Peter Cardon brings substantial and concrete business-world experience to bear in the text's principles, examples, and activities and ensure that the theories, concepts, and skills most relevant are fully represented and engaged. The result is a program that speaks student's language and helps them understand and apply business communication skills in their personal and professional lives.

Since professional success depends on managing and working within professional relationships, unique to the market, the first chapter of this text is focused on establishing credibility. Principles of relationship-building such as personal credibility, emotional intelligence and listening are then woven throughout the text. The case-based approach helps students learn how communication can build rich and productive relationships between professionals. Each chapter opens with a short business case and integrates examples from the case throughout the chapter and into the model documents, engaging students in the story behind each business message.

FEATURES

- Concept Overview Videos provide an engaging summary of each chapter. After watching each mini-lecture, students are prompted to quiz themselves on key concepts reinforcing knowledge making this a great prep tool.
- Document Makeovers sharpen the writing skills of students as they identify, correct, and revise business messages with communication mistakes. Students are put to the test in an area where they often struggle with their own writing.

- Power of Process Guides students through critical reading, analysis, and writing process step-by-step. It requires application of active reading and writing strategies while reinforcing the writing process. Students demonstrate critical thinking and analysis on a business message as well as their own writing.
- LearnSmart Achieve develops and improves student's grammar and business writing skills with a series of adaptive questions that provides immediate personalized feedback through interactive learning resources.
- NEW Writing Assignment 2.0 Software provides feedback and suggested learning resources on student responses to instructor authored prompts to improve grammar, word choice, sentence structure and overall writing style.
- NEW Video Assignments Powered by GoReact Embedded in Connect, GoReact makes it simple for students to record presentations, speeches and audio clips. GoReact streamlines instructors' ability to provide personalized skill coaching anywhere students should demonstrate their learning. GoReact allows instructors to easily provide feedback, assign grades, and also share recordings with other students in cases where they evaluate their peers.

CONTENTS

Brief Contents

Part 1 Introduction to Business Communication

1. Establishing Credibility

Part 2 Principles of Interpersonal Communication

2. Interpersonal Communication and Emotional Intelligence
3. Team Communication and Difficult Conversations
4. Global Communication and Diversity

Part 3 Principles for Business Messages

5. Creating Effective Business Messages
6. Improving Readability with Style and Design
7. Email and Other Traditional Tools for Business Communication
8. Social Media for Business Communication

Part 4 Types of Business Messages

9. Routine Business Messages
10. Persuasive Messages
11. Bad-News Messages

Part 5 Reports and Presentations

12. Research and Business Proposals and Planning for Business Reports
13. Completing Business Proposals and Business Reports
14. Planning Presentations

15. Delivering Presentations

16. Employment Communications

Appendixes

Appendix A Punctuation, Number Usage, and Grammar

Appendix B Formatting for Letters and Memos

Index

Bonus Content Available only at www.mcgrawhillcreate.com/cardon or in the e-book within McGraw Hill Connect®.

Bonus Chapter Crisis Communications and Public Relations Messages

Bonus Appendix Creating Proposals and Business Plans

NEW



Business Communication: A Problem-Solving Approach

Kathryn Rentz, Paula Lentz

Edition: 2

2021©

704 Pages

Oct 2020

Print: 9781260571066

Connect: 9781264105281

OVERVIEW

Business Communication: A Problem-Solving Approach hits the sweet spot for any business communication course. Combining the fundamentals of clear communication with visual rhetoric and critical thinking, its problem-solving approach gets directly to the heart of great business communication and helps students gain a professional advantage.

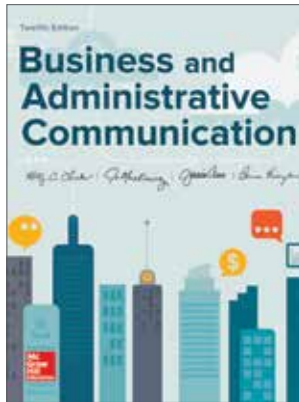
CONTENTS

1. Communicating in the Workplace
2. Writing Effectively for Your Audience, Purpose, and Medium
3. Designing Documents with Visual Appeal
4. Communicating with Visuals
5. Crafting Effective Sentences and Paragraphs
6. Building Positive Relationships through Communication
7. Communicating Across Cultures
8. Writing Good-News and Neutral Messages
9. Writing Bad-News Messages
10. Writing Persuasive Messages and Proposals
11. Researching & Writing Reports
12. Creating The Right Type of Report
13. Delivering Business Presentations and Speeches
14. Putting Interpersonal Communication Skills to Work in Conversations and Meetings

15. Communicating in the Job Search

Reference Chapter A: Correctness of Communication

Reference Chapter B: Documentation of Sources



Business And Administrative Communication

Kitty O. Locker, Jo Mackiewicz, Jeanine Aune, Donna S. Kienzler

Edition: 12
2019©
672 Pages
Print: 9781260288384
Connect: 9781260686418

OVERVIEW

Business and Administrative Communication 12e is Flexible, Specific, Interesting, Comprehensive, and Up-to-Date. Business and Administrative Communication 12e takes a situational approach to audience, purpose and context, empowering students to shape their messages appropriately for all channels and purposes.

The 12th edition of BAC, like its predecessors, is flexible. You can choose the chapters and exercises that best fit your needs: in-class exercises, messages to revise, problems with hints, and cases presented as they'd arise in the workplace.

Many problems offer several options: small group discussions, individual writing, group writing, or oral presentations. It retains specificity in its strategies, guidelines, and examples. It includes both annotated examples and paired good and bad examples. Anecdotes and examples from a variety of fields show business communication at work.

FEATURES

- **New Authors** — Jo Mackiewicz and Jenny Aune from Iowa State University have joined BAC for this 12th edition. They bring a combined 30 years of award-winning teaching experience and coordinate one of the country's largest business communication programs at Iowa State.
- **Enhanced and Updated** — content and flow, all while carrying forward the tradition of this text.
- **New Redesigned Text** — The text was substantially redesigned, paring down the visual design for a cleaner look and a more comfortable reading experience. All of the sidebar content and most of the icons have been eliminated or moved to the instructor resources to focus students on the most critical content.

CONTENTS

Part One: The Building Blocks of Effective Messages

1. Succeeding in Business Communication
2. Adapting Your Message to Your Audience
3. Building Goodwill

Part Two: The Communication Process

4. Planning, Composing, and Revising
5. Designing Documents
6. Communicating across Cultures
7. Working and Writing in Teams

Part Three: Basic Business Messages

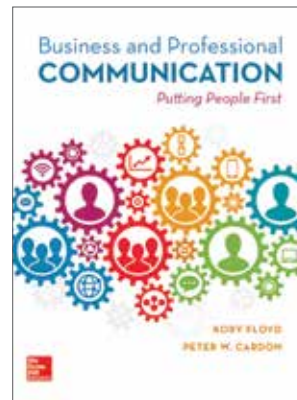
8. Sharing Informative and Positive Messages with Appropriate Technology
9. Delivering Negative Messages
10. Crafting Persuasive Messages

Part Four: The Job Hunt

11. Developing Job Application Materials
12. Interviewing, Writing Follow-Up Messages, and Succeeding in the Job

Part Five: Proposals and Reports

13. Creating Visuals and Data Displays
14. Writing Proposals
15. Writing Reports
16. Making Oral Presentations



Business And Professional Communication

Kory Floyd, Peter Cardon

Edition: 1
2020©
608 Pages
Print: 9781260547955
Connect: 9781260244960

OVERVIEW

Students preparing to succeed in today's workplace require solid training in communication skills and principles, as well as experience applying them in realistic professional contexts. Kory Floyd and Peter Cardon bring substantial and concrete business-world experience to bear in the text's principles, examples, and activities and ensure that the theories, concepts, and skills most relevant to the communication discipline are fully represented and engaged.

FEATURES

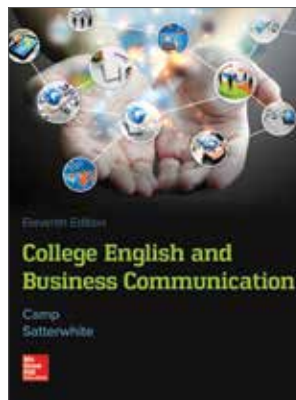
- **People First Approach:** Whatever else business is, it is always a transaction between people. Kory Floyd and Peter Cardon wrote this text with Putting

People First as a central theme. Every chapter integrates a feature called People First which presents students a realistic scenario that are sensitive, discomforting, or tricky to manage. It then teaches students how to navigate those situations effectively.

- **Perspective-Taking Chapter:** One of the most common reasons when communicating with someone that something goes awry is people fail to perspective take. Business and Professional Communication: Putting People First is the only text on the market that contains a chapter on perspective taking. This is important because so many outcomes in communication flow from students being able to perspective take.
- **Career Communication Chapter - Business and Professional Communication:** Putting People First is the only text on the market that includes a dedicated chapter to career communication. This chapter encourages students to engage in networking and consider the priorities and points of view of others as they seek employment and interact professionally

CONTENTS

1. Communicating for Professional Success
2. Culture, Diversity, and Global Engagement
3. Verbal and Nonverbal Messages
4. Listening and Learning
5. Perspective Taking
6. Effective Team Communication
7. Effective Meetings
8. Career Communication
9. Interviewing Successfully
10. Writing across Media
11. Major Goals for Presentations
12. Planning and Crafting Presentations
13. Finding Support for Your Presentation Goals
14. Rehearsing and Delivering Successful Presentations



College English And Business Communication

Sue C. Camp, Marilyn Satterwhite

Edition: 11
2019©
688 Pages
Print: 9781260085341
Connect: 9781260141146

OVERVIEW

Double the Experience with College English and Business Communication, and create a Prepared Communicator for the Interconnected World. This text provides a corrective approach to the fundamentals of communication including: reading, listening, speaking, writing, along with the application of these communication skills in the workplace such as e-mails and reports. College English and Business Communication closes with business use of technology, presentations, and employment communication. Rich in supplements, its activity workbook leads students to apply essential skills, leaving them doubly prepared for communicating in college and business. Combined with its digital component, it nurtures students' writing and presentation abilities, which are necessary for the interconnected world.

FEATURES

- **New Power of Process** — Guides students through critical reading, analysis, and writing process step-by-step. It requires application of active reading and writing strategies while reinforcing the writing process. Students demonstrate critical thinking and analysis on a business message as well as their own writing. Assignable in Connect Business Communication.
- **New Document Makeovers** — Sharpen the writing skills of students as they identify, correct, and revise business messages with communication blunders. Assignable within Connect Business Communication, students are put to the test in an area where they often struggle with their own writing.
- **New Concept Overview Videos** — These videos provide an engaging summary of each chapter. After watching each mini-lecture, students are prompted to quiz themselves on key concepts reinforcing knowledge making this a great prep tool. All videos are closed-captioned. Assignable in Connect Business Communication.

- New Self-Assessments — Help students personally relate chapter content and gain a better understanding of their own management and communication styles and preferences. Each assessment includes objectives for ease in assigning, instructions for use, guidelines for interpreting results, and questions for further reflection or classroom discussion. Assignable in Connect Business Communication.

CONTENTS

Unit One: Introduction to Communication

1. Communicating in Everyday Life
2. Interpreting Communication
3. Communicating Globally

Unit Two : Developing Language Skills

4. Exploring Language Elements
5. Mastering Nouns and Pronouns
6. Expanding Language Skills

Unit Three: Developing Writing Skills

7. Applying the Mechanics of Style
8. Sharpening Writing Skills

Unit Four: Applying Communication Skills

9. Writing E-mails, Memos, and Letters
10. Writing Specific Communications
11. Preparing and Writing Reports

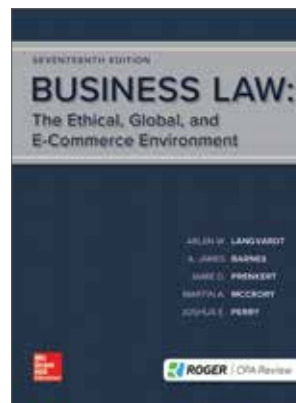
Unit Five: Communicating in a Business Environment

12. Working with Technology
13. Communicating With Customers
14. Developing Presentation Skills

Unit Six: Searching for Jobs and Writing Resumes

15. Searching for Jobs
16. Interviewing and Employment Issues

BUSINESS LAW



Business Law

Arlen W. Langvardt, A. James Barnes, Jamie Darin Prenkert, Martin A. McCrory, Joshua E. Perry

Edition: 17
2019©
1648 Pages
Print: 9781260091809
Connect: 9781260118827

FEATURES

- New Authorship: For this edition, longtime co-author Arlen Langvardt has moved into the lead author role. This move continues the text's tradition of reliance on an author team with extensive teaching experience in a broad range of required and elective course.
- Cases: This edition includes an updated mix of hypothetical examples and real-life cases. Each chapter includes cases to help provide concrete examples of the rules stated in the text. A complete list of cases appears at the front of the text. "Problems" and "problem cases" appear at the end of each chapter for student review and discussion.
- Cyberlaw in Action: These boxes describe and discuss actual instances of how e-commerce and the Internet are affecting business law today.
- AACSB curricular standards: This text is aligned with the AACSB's curriculum standards which state that both undergraduate and MBA curricula should include

CONTENTS

Part 1 Foundations of American Law

1. The Nature of Law
2. The Resolution of Private Disputes
3. Business and the Constitution
4. Business Ethics, Corporate Social Responsibility, Corporate Governance, and Critical Thinking

Part 2 Crimes and Torts

5. Criminal Law and Procedure
6. Intentional Torts
7. Negligence and Strict Liability
8. Intellectual Property and Unfair Competition

Part 3 Contracts

9. Introduction to Contracts
10. The Agreement: Offer
11. The Agreement: Acceptance

12. Consideration
13. Reality of Consent
14. Capacity to Contract
15. Illegality
16. Writing
17. Rights of Third Parties
18. Performance and Remedies

Part 4 Sales

19. Formation and Terms of Sales Contracts
20. Product Liability
21. Performance of Sales Contracts
22. Remedies for Breach of Sales Contracts

Part 5 Property

23. Personal Property and Bailments
24. Real Property
25. Landlord and Tenant
26. Estates and Trusts
27. Insurance Law

Part 6 Credit

28. Introduction to Credit and Secured Transactions
29. Security Interests in Personal Property
30. Bankruptcy

Part 7 Commercial Paper

31. Negotiable Instruments
32. Negotiation and Holder in Due Course
33. Liability of Parties
34. Checks and Electronic Transfers

Part 8 Agency Law

35. The Agency Relationship
36. Third-Party Relations of the Principal and the Agent

Part 9 Partnerships

37. Introduction to Forms of Business and Formation of Partnerships
38. Operation of Partnerships and Related Forms
39. Partners' Dissociation and Partnerships' Dissolution and Winding Up
40. Limited Liability Companies, Limited Partnerships, and Limited Liability Limited Partnerships

Part 10 Corporations

41. History and Nature of Corporations
42. Organization and Financial Structure of Corporations
43. Management of Corporations
44. Shareholders' Rights and Liabilities
45. Securities Regulation
46. Legal and Professional Responsibilities of Auditors, Consultants, and Securities Professionals

Part 11 Regulation of Business

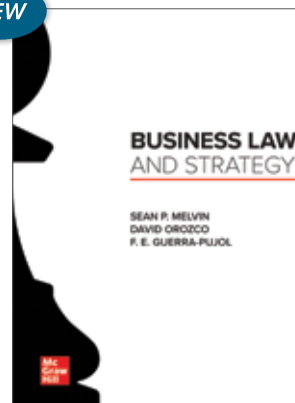
47. Administrative Law

48. The Federal Trade Commission Act and Consumer Protection Laws
49. Antitrust: The Sherman Act
50. The Clayton Act, the Robinson–Patman Act, and Antitrust Exemptions and Immunities
51. Employment Law
52. Environmental Regulation

Appendix A: The Constitution of the United States of America

Appendix B: Uniform Commercial Code

NEW



Business Law and Strategy

Sean Melvin, David Orozco, Enrique Guerra-Pujol

Edition: 1

2021©

1120 Pages

Print: 9781260547801

Connect: 9780077614676

OVERVIEW

Melvin's Business Law and Strategy employs critical thinking and practical, real-world examples to reinforce to students that every business decision has legal implications, regardless of the industry. Through a strategic framework, Business Law and Strategy helps undergraduate business students examine how companies can proactively use the law to craft and execute strategy, and ultimately achieve competitive advantage. A robust technology suite of products supports the text content with online assignments and activities emulating common business situations in which students can actively explore the consequences of various actions and sharpen their strategic thinking skills.

CONTENTS

UNIT ONE: Fundamentals of the Legal Environment of Business

1. Legal Foundations and Thinking Strategically
2. Business, Societal, and Ethical Contexts of Law
3. Business and the Constitution
4. The American Judicial System, Jurisdiction, and Venue
5. Resolving Disputes: Litigation and Alternative Dispute Resolution

UNIT TWO: Contracts, Sales, and Leases

6. Contracts: Overview, Definition, Categories, and Source of Law
7. Mutual Assent: Agreement and Consideration

8. Capacity and Legality
9. Enforceability
10. Performance
11. Breach and Remedies
12. Contracts for the Sale of Goods: Overview of Article 2
13. Sales Contracts: Agreement, Consideration, and the Statute of Frauds
14. Title, Allocation of Risk, and Insurable Interest
15. Performance and Cure in Sales Contracts
16. Breach and Remedies in a Sales Transaction
17. UCC Article 2A: Lease Contracts
18. Sales Warranties
- UNIT THREE: Commercial Paper and Secured Transactions**
19. Definition, Creation, and Categories of Negotiable Instruments
20. Negotiation, Endorsements, and Holder in Due Course
21. Liability, Defenses, and Discharge
22. Checks, Deposits, and Financial Institutions
23. Secured Transactions
24. Creditors' Rights
25. Alternatives for Insolvent Borrowers
26. Bankruptcy
- UNIT FOUR: Business Entities**
27. Choice of Business Entity and Sole Proprietorships
28. Partnerships
29. Limited Liability Partnerships and Limited Liability Companies
30. Corporations: Formation and Organization
31. Corporate Transactions: Acquisitions and Mergers

UNIT FIVE: Regulation of Securities, Corporate Governance, and Financial Markets

32. Overview of the Securities Market: Definition, Categories, and Regulation
33. Regulation of Issuance: The Securities Act of 1933
34. Regulation of Trading: The Securities Exchange Act of 1934
35. Regulation of Corporate Governance
36. Regulation of Financial Markets

UNIT SIX: Agency and Employment Law

37. Agency Formation, Categories, and Authority
38. Duties and Liabilities of Principals and Agents
39. Employment at Will
40. Employment Regulation and Labor Law
41. Employment Discrimination

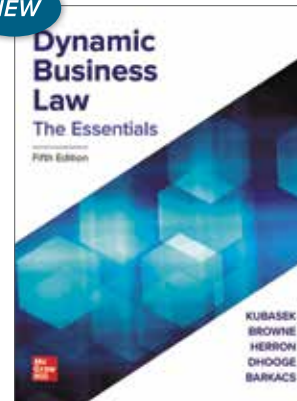
UNIT SEVEN: Regulatory Environment of Business

42. Torts and Products Liability
43. Administrative Law
44. Consumer Protection
45. Criminal Law and Procedure
46. Insurance Law
- Chapter 47 Environmental Law

UNIT EIGHT: Property

48. Personal Property, Real Property, and Land Use Law
49. Wills, Trusts, and Estates

NEW



Dynamic Business Law: The Essentials

Nancy K. Kubasek, M. Neil Browne, Daniel J. Herron, Lucien Dhooze, Linda Barkacs

Edition: 5
2021©
720 Pages
Print: 9781260570380
Connect: 9781260354713

OVERVIEW

Emphasis on how law applies in the context of business through comprehensive, yet concise coverage makes Kubasek's, *Dynamic Business Law: The Essentials*, a notable student-focused approach. Enhance student's critical thinking skills, spark engagement, and focus on business relevance using assignable real-world simulations, an interactive reading experience, and auto graded analytical assets.

CONTENTS

PART 1: The Legal Environment of Business

1. An Introduction to the Fundamentals of Dynamic Business Law
2. Business Ethics and Social Responsibility
3. The U.S. Legal System and Alternative Dispute Resolution
4. Administrative Law
5. Constitutional Law
6. Criminal Law and Business
7. Tort Law
8. Real, Personal, and Intellectual Property

PART 2: Contract Law

9. Introduction to Contracts and Agreement
10. Consideration
11. Capacity and Legality
12. Reality of Assent
13. Contracts in Writing and Third-Party Contracts
14. Discharge and Remedies

PART 3: Domestic and International Sales Law

15. Formation and Performance of Sales and Lease Contracts
16. Sales and Lease Contracts: Performance, Warranties, and Remedies

PART 4: Negotiable Instruments and Banking

17. Negotiable Instruments: Negotiability and Transferability
18. Holder in Due Course, Liability, and Defenses

PART 5: Creditors' Rights and Bankruptcy

19. Secured Transactions and Bankruptcy

PART 6: Agency

20. Agency and Liability to Third Parties

PART 7: Business Organizations

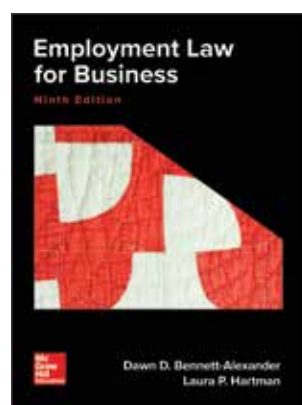
21. Forms of Business Organization
22. Corporations: Formation and Organization
23. Securities Regulation

PART 8: Government Regulation

24. Employment and Discrimination Law
25. Consumer Law

Appendix A The Constitution of the United States of America

Appendix B Sarbanes-Oxley Act of 2002

**Employment Law for Business**

Dawn D. Bennett-Alexander,
Laura P. Hartman

Edition: 9
2019©
976 Pages
Print: 9781260092240
Connect: 9781260031690

OVERVIEW

Bennett-Alexander and Hartman's *Employment Law for Business* addresses employment law and employment decisions from a managerial perspective. This textbook shows students how to manage effectively and efficiently, with full comprehension of the legal ramifications of their decisions. Students learn to analyze employment law facts using concrete examples of thorny management-related legal dilemmas.

FEATURES

- Informative and readable — a resource to encourage critical and creative thinking about workplace issues and to sensitize students to the need for effective workplace management of these issues. Updated statistics, examples, end-of-chapter questions, and cases reflect current laws and events.
- Streamlined pedagogy — Chapter 2, "The Employment Law Toolkit: Resources for Understanding the Law and Recurring Legal

Concepts" introduces students to key concepts that recur throughout the text. When those concepts appear again, students will be reminded by a toolkit icon to go back to Chapter 2 if they need to review.

- Management Tip boxes — This feature provides concise tips on how to put chapter material into practice in the real world.

CONTENTS**Part One: The Regulation of the Employment Relationship**

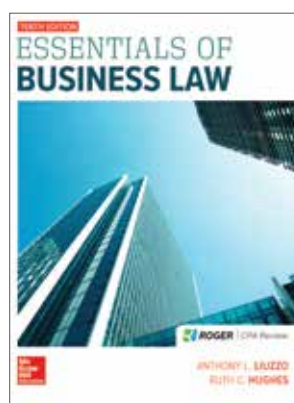
1. The Regulation of Employment
2. The Employment Law Toolkit — Resources for Understanding the Law and Recurring Legal Concepts
3. Title VII of the Civil Rights Act of 1964
4. Legal Construction of the Employment Environment

Part Two: Regulation of Discrimination in Employment

5. Affirmative Action
6. Race and Color Discrimination
7. National Origin Discrimination
8. Gender Discrimination
9. Sexual Harassment
10. Sexual Orientation and Gender Identity Discrimination
11. Religious Discrimination
12. Age Discrimination
13. Disability Discrimination

Part Three: Regulation of the Employment Environment

14. The Employee's Right to Privacy and Management of Personal Information
15. Labor Law
16. Selected Employment Benefits and Protections

**Essentials of Business Law**

Anthony Liuzzo,
Hughes Ruth Calhoun

Edition: 10
2019©
704 Pages
Print: 9781260091823
Connect: 9781260118810

OVERVIEW

Essentials of Business Law, 10/e is a practical, concise, and broad-based introduction to the vibrant field of

business law. Both the traditional areas of law, such as contracts and property, and the emerging areas of law, such as e-commerce and environmental, are covered in short, informative chapters written to capture the essence of each topic. The objective of the text throughout its coverage is ease of use, ease of teaching, ease of assessment, and ease of understanding. It has been developed for those seeking a more fundamental overview of the concepts and principles that are vital to the understanding of business law.

FEATURES

- A new chapter, Social Media Law, provides information, cases, and examples on important issues in social media as it relates to business.
- Easy to use study tools, such key terms, chapter summaries, and end-of-chapter assessments help students retain and apply their knowledge.

CONTENTS

Part One: Introduction to Law

1. Our System of Law
2. Ethics and the Law
3. Criminal Law
4. Tort Law
5. Constitutional Law
6. Administrative Law

Part Two: Contracts

7. Introduction to Contracts
8. Offer and Acceptance
9. Mutual Agreement
10. Consideration
11. Competent Parties
12. Legal Purpose of Contracts
13. Form of Contracts
14. Operation of Contracts
15. Discharge of Contracts

Part Three: Sales, Agency, and Business Organizations

16. Transfer of Title
17. Sales
18. Warranties
19. Agency
20. Business Organizations
21. Bankruptcy

Part Four: Commercial Paper

22. Introduction to Commercial Paper
23. Transfer and Discharge of Commercial Paper

Part Five: Property

24. Real and Personal Property
25. Bailments
26. Landlord-Tenant Relations
27. Wills, Intestacy, and Trusts

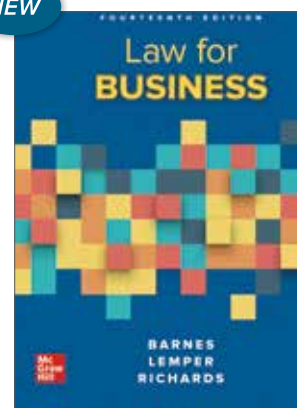
Part Six: Business and Technology

28. Intellectual Property
29. Computer Privacy and Speech
30. Social Media and the Law
31. Conducting Business in Cyberspace

Part Seven: Legal Environment of Business

32. The Employer-Employee Relationship
33. Employment Law
34. Product Liability
35. Professionals' Liability
36. International Business Law
37. Business and the Environment
38. Health Care Law

NEW



Law for Business

A. James Barnes, Eric L. Richards, Tim Lempert

Edition: 14
2021©
1104 Pages
Print: 9781260570960
Connect: 9781260354669

OVERVIEW

A focus on readability and proven pedagogical devices ensures Law for Business is a student-friendly perspective that will aid students in their comprehension and critical analysis of often complex topics in business law. It's comprehensive, yet concise approach is appealing to both students and instructors alike giving instructors flexibility and students the ability to understand the fundamental importance of how legal issues impact decision making in business.

FEATURES

- Student-friendly perspective : Aids students in their comprehension and critical analysis of complex topics in business law.
- Comprehensive, yet concise: Appeals to students and instructors, giving instructors flexibility and helping students understand how legal issues impact decision making in business.

CONTENTS

PART ONE: Introduction to the Law

1. Law and Legal Reasoning
2. Dispute Settlement
3. Business Ethics and Corporate Social Responsibility
4. Business and the Constitution

5. Crimes
6. Intentional Torts
7. Negligence and Strict Liability
8. Licensing and Intellectual Property

PART TWO: Contracts

9. The Nature and Origins of Contracts
10. Creating a Contract: Offers
11. Creating a Contract: Acceptances
12. Consideration
13. Capacity to Contract
14. Voluntary Consent
15. Illegality
16. The Form and Meaning of Contracts
17. Third Parties' Contract Rights
18. Performance and Remedies

PART THREE: Sales

19. Formation and Terms of Sales Contracts
20. Warranties and Product Liability
21. Performance of Sales Contracts
22. Remedies for Breach of Sales Contracts

PART FOUR: Agency and Employment

23. The Agency Relationship—Creation, Duties, and Termination
24. Liability of Principals and Agents to Third Parties
25. Employment Laws

PART FIVE: Business Organizations

26. Which Form of Business Organization?
27. Partnerships
28. Formation and Termination of Corporations
29. Management of the Corporate Business
30. Financing the Corporation and the Role of the Shareholders
31. Securities Regulation
32. Legal Liability of Accountants

PART SIX: Property

33. Personal Property and Bailments
34. Real Property
35. Landlord and Tenant
36. Estates and Trusts
37. Insurance

PART SEVEN: Commercial Paper

38. Negotiable Instruments
39. Negotiation and Holder in Due Course
40. Liability of Parties
41. Checks and Electronic Fund Transfers

PART EIGHT: Credit Transactions

42. Introduction to Security
43. Security Interests in Personal Property
44. Bankruptcy

PART NINE: Government Regulation

45. The Antitrust Laws
46. Consumer Protection Laws
47. Environmental Regulation

APPENDIXES

- A. The Constitution of the United States of America
- B. Glossary of Legal Terms and Definitions
- C. Spanish–English Equivalents for Important Legal Terms

NEW



Law, Business and Society

Tony McAdams, Kiren Dosanjh, Kari Smoker

Edition: 13
2021©
928 Pages
Oct 2020
Print: 9781260570601
Connect: 9781260354737

OVERVIEW

Law, Business and Society, 13e fits both upper-division undergraduate and masters levels courses in the legal environment of business, government and business, and business and society. Law, Business and Society, takes an interdisciplinary approach, using elements of law, political economy, international business, ethics, social responsibility, and management. Students will find an interesting, provocative reading experience filled with contemporary legal and ethical conflicts emerging from today's news, as well as scholarly results, surveys, polls, data, anecdotes, and other specific details that lend credibility, immediacy, and interest to the reading experience.

CONTENTS

UNIT ONE Business and Society

1. Capitalism and the Role of Government
2. Business Ethics
3. The Corporation and Public Policy: Expanding Responsibilities

UNIT TWO Introduction to Law

4. The American Legal System
5. Constitutional Law and the Bill of Rights
6. Contracts
7. Business Torts and Product Liability

UNIT THREE Trade Regulation and Antitrust

8. Government Regulation of Business
9. Business Organizations and Securities Regulation
10. Antitrust Law—Restraints of Trade
11. Antitrust Law—Monopolies and Mergers

UNIT FOUR Employer–Employee Relations

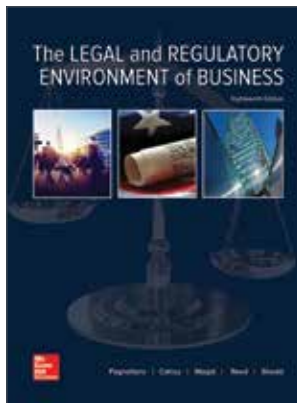
12. Employment Law I: Employee Rights
13. Employment Law II: Discrimination
14. Employment Law III: Labor–Management Relations and Termination

UNIT FIVE Selected Topics in Government–Business Relations

15. Consumer Protection
16. International Ethics and Law
17. Environmental Protection
18. Internet Law and Ethics

APPENDIXES

- A. The Constitution of the United States of America
- B. Uniform Commercial Code 2000 Official Text, Article 2



The Legal and Regulatory Environment of Business

Marisa Anne Pagnattaro,
Daniel R. Cahoy,
Julie Manning Magid,
O. Lee Reed, Peter J. Shedd

Edition: 18
2019©
832 Pages
Print: 9781260091816
Connect: 9781260118834

OVERVIEW

Built on a foundation on property law, new lead author, Marissa Pagnattaro, University of Georgia, and the entire authorship team, bring a fresh perspective emphasizing the importance of understanding laws and regulations that are fundamental foundations for business.

Using court cases and examples in Sidebars that are relevant for business, the authors underscore how learning about the law is essential to understand how the law can be used for strategic advantage and how to develop sustainable business practices. This emphasis, along with the rich array of cases and examples, makes the text suited for both legal environment and business law classes.

FEATURES

- The new author team, led by Marissa Pagnattaro, Associate Dean at the Terry College of Business, University of Georgia, represents a real invigoration of this tried-and-true market staple. This text takes a traditional “law-school oriented” approach to business law. It is a good choice for those who

are teaching a legal environment course but really want to make sure their students get a good strong exposure to the “law” aspect vs. more of a business application emphasis.

- Cyber Law: This edition brings a new focus on FinTech, cyber security, and elaboration on privacy issues.
- Current Examples and case law: To reinforce students understanding of the law for business, each chapter includes a range of relevant examples and case opinions, with key points noted for each case. Sidebars within each chapter provide students and instructors with opportunities to learn about topics that illustrate the principles discussed within the text. Margin comments also reinforce key themes and points of emphasis.

CONTENTS

Part One: Introduction — Legal Foundations for Business

1. Law as a Foundation for Business
2. The Role of Ethics in Decision Making
3. The Court System
4. Litigation
5. Alternative Dispute Resolution
6. The Constitution

Part Two: Basic Legal Principles

7. The Property System
8. Contract Formation
9. Contractual Performance and Breach
10. Torts Affecting Business
11. Intellectual Property
12. International Law
13. Criminal Law and Business
14. Business Organizations

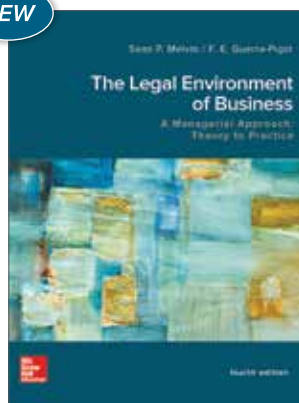
Part Three: The Regulatory Landscape for Business

15. The Regulatory Process
16. Regulating Competition — Antitrust Laws
17. Financial and Securities Regulations
18. Privacy and Consumer Protection
19. Environmental Regulation & Resource Sustainability

Part Four: The Employer–Employee Relationship

20. Discrimination in Employment
21. Employment Laws
22. Labor — Management Relationship

NEW



The Legal Environment of Business, A Managerial Approach: Theory to Practice

Sean Melvin, Enrique Guerra-Pujol

Edition: 4

2021©

944 Pages

Print: 9781260570663

Connect: 9781260354645

OVERVIEW

Legal Environment of Business, A Managerial Approach: Theory to Practice emphasizes bridging the gap between understanding legal doctrines that impact the business environment and how business owners and managers use legal insight to limit liability and manage risk. Its distinct approach focuses on using teaching features, simulations, case studies, examples, and case law that is accessible and engaging because it is specifically tailored for business students.

CONTENTS

UNIT ONE: Fundamentals of the Legal Environment of Business

1. Legal Foundations

Appendix to Chapter 1A Business Student's Guide to Understanding Cases and Finding the Law

2. Business and the Constitution
3. The American Judicial System, Jurisdiction, and Venue
4. Resolving Disputes: Litigation and Alternative Dispute Resolution
5. Business Ethics, Corporate Social Responsibility, and Law

UNIT TWO: Law and Commerce

6. Overview and Formation of Contracts
7. Contract Enforceability and Performance
8. Contracts for the Sale of Goods
9. Torts and Products Liability Business Law

Simulation Exercise 1

UNIT THREE: Regulation in the Workplace

10. Agency
11. Employment Relationships and Labor Law
12. Employment Discrimination Business Law

Simulation Exercise 2

UNIT FOUR: Business Entities, Securities Regulation, and Corporate Governance

13. Choice of Business Entity, Sole Proprietorships, and Partnerships
14. Limited Liability Companies and Limited Liability Partnerships

15. Corporations
16. Regulation of Securities, Corporate Governance, and Financial Markets

UNIT FIVE: Regulatory Environment of Business

17. Administrative Law
18. Environmental Law
19. Antitrust and Regulation of Competition
20. Creditors' Rights and Bankruptcy
21. Warranties and Consumer Protection Law
22. Criminal Law and Procedure in Business
23. Personal Property, Real Property, and Land Use Law
24. Intellectual Property 756
25. International Law and Global CommerceBusiness Law

Simulation Exercise 3

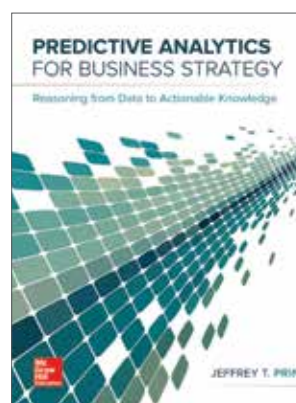
CAPSTONE CASE STUDIES

1. Coffee Wars: Starbucks v. Charbucks
2. The Odwalla Juice Company Crisis
3. Fraud under the Arches: The McDonald's Game Piece Scandal

APPENDIXES

- A. The Constitution of the United States of America
- B. Excerpts from the Sarbanes-Oxley Act of 2002

BUSINESS STATISTICS Business Analytics



Predictive Analytics For Business Strategy

Jeff Prince

Edition: 1

2019©

368 pages

Print: 9781260084641

Connect: 9781259191558

OVERVIEW

Designed for courses that provide a conceptual and broad-based introduction to econometrics and business analytics, Predictive Analytics for Business Strategy, 1st edition provides future managers with a basic understanding of what data can do in forming business strategy without getting into a taxonomy of models and their statistical properties. Through engaging questions, explanations, and applications, students develop a deeper understanding of the

fundamental reasoning behind how and why analysis can generate actionable knowledge and learn to think critically about whether a given analysis has merit or not.

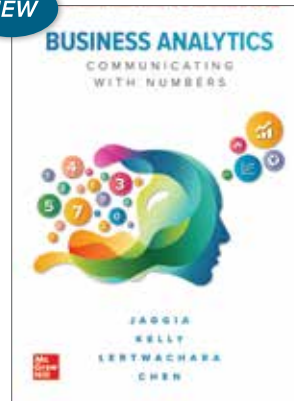
FEATURES

- **Data Challenges** — Each chapter opens with a challenging data situation that will be explained within the context of the chapter and revisited at the conclusion to draw connections to the concepts learned.
- **Effective Illustrations** — Designed to enhance the reader's ability to communicate with a wide audience about data issues, Communicating Data examples demonstrate how to describe and explain data in a clear, intuitive manner. Reasoning Boxes summarize the main concepts in the context of deductive and inductive reasoning to better equip students to draw and explain their own conclusions using data.
- **Demonstration Problems** — Targeted applications to help develop and practice particular data skills are featured throughout.
- **Applications** — The book concludes with an Applications section that presents several real-world data applications that lead to actionable conclusions and critical thinking, mini-cases that require written analysis, and a mini-project that can be used for individual or group-level assessment.

CONTENTS

1. The Roles of Data and Predictive Analytics in Business
2. Reasoning with Data
3. Reasoning from Sample to Population
4. The Scientific Method: The Gold Standard for Establishing Causality
5. Linear Regression as a Fundamental Descriptive Tool
6. Correlation vs. Causality in Regression Analysis
7. Basic Methods for Establishing Causal Inference
8. Advances Methods for Establishing Causal Inference

NEW



Business Analytics

Sanjiv Jaggia, Alison Kelly

Edition: 1

2021©

688 Pages

Print: 9781260576016

Connect: 9781260784930

OVERVIEW

Business Analytics: Communicating with Numbers was written from the ground up to prepare students to understand, manage, and visualize the data, apply the appropriate tools, and communicate the findings and their relevance. Unlike other texts that simply repackage statistics and traditional operations research topics, this text seamlessly threads the topics of data wrangling, descriptive analytics, predictive analytics, and prescriptive analytics into a cohesive whole. It provides a holistic analytics process, including dealing with real life data that are not necessarily 'clean' and/or 'small' and stresses the importance of effectively communicating findings by including features such as a synopsis (a short writing sample) and a sample report (a longer writing sample) in every chapter. These features help students develop skills in articulating the business value of analytics by communicating insights gained from a non-technical standpoint.

FEATURES

- **Exercises and Connect:** Each chapter contain dozens of applied examples from all walks of life, including business, economics, sports, health, housing, the environment, polling, psychology, and more. The ancillaries – like the Instructor's Solution Manual (ISM) – and the technology component, specifically Connect have been written with seamless integration to Business Analytics, the text, so that they are not developed in isolation from the authors.
- **Computer Software:** Includes hands-on tutorials and problem-solving examples featuring Microsoft Excel, Analytic Solver (an Excel add-in software for data mining analysis), as well as R (a powerful software that merges the convenience of statistical packages with the power of coding).
- **Emphasis on Data Mining:** In addition to two chapters devoted to regression, covering all aspects of linear regression and logistic regression models, the text includes four exclusive chapters

on data mining. These include comprehensive analysis of both supervised and unsupervised learning, covering relevant topics such as principle component analysis, k-nearest neighbors, Naïve Bayes, classification and regression trees, ensemble trees, hierarchical and k-means clustering, and association rules. Each chapter offers relatable real-world problems, conceptual explanations, and easy to follow computer instructions. There are over 200 exercises in these four exclusive chapters.

- **Writing with Big Data:** Throughout the text, the emphasis is on communicating with numbers rather than on number crunching. To this end, the text includes a sample report within every chapter. The intent is to show students how to convey the information in written form to those who may not know detailed statistical and computational methods. For example, such a report may be needed as input for managerial decision making in sales, marketing, or company planning.
- **Holistic Approach to Data Analytics:** The text offers a holistic approach to business analytics, combining qualitative reasoning with quantitative tools to identify key business problems and translate analytics into decisions that improve business performance.

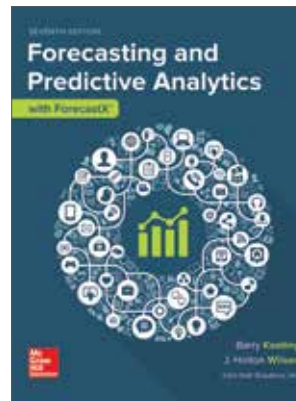
CONTENTS

1. Introduction to Business Analytics
2. Data Management and Wrangling
3. Data Visualization and Summary Measures
4. Probability and Probability Distributions
5. Statistical Inference
6. Regression Analysis
7. Advanced Regression Analysis
8. Introduction to Data Mining
9. Supervised Data Mining: k-Nearest Neighbors and Naïve Bayes
10. Supervised Data Mining: Decision Trees
11. Unsupervised Data Mining
12. Forecasting with Time Series Data
13. Introduction to Prescriptive Analytics

APPENDIXES

- A. Big Data Sets: Variable Description and Data Dictionary
- B. Getting Started with Excel and Excel Add-Ins
- C. Getting Started with R
- D. Statistical Tables
- E. Answers to Selected Exercises

Business Forecasting



Forecasting And Predictive Analytics With ForecastX

Barry Keating, J. Holton Wilson, John Galt Solutions Inc

Edition: 7
2019©
592 Pages
Print: 9781260085235
Connect: 9781260165487

OVERVIEW

Forecasting and Predictive Analytics, 7th Edition, is the most practical forecasting book on the market with the most powerful software: ForecastX. This edition presents a broad-based survey of business forecasting methods, including subjective and objective approaches.

The authors, Keating and Wilson, deliver practical how-to forecasting techniques, along with dozens of real-world data sets while holding theory and math to a minimum.

FEATURES

Major overall updates for this edition include:

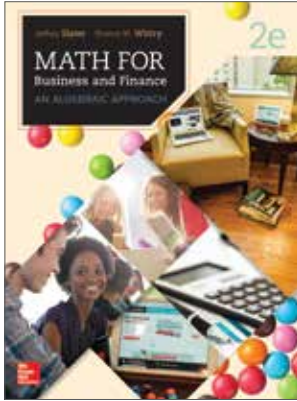
- Four new chapters on predictive analytics
- The addition of Learning Objectives to all chapters
- Updated data throughout the book
- Updated and clarified ForecastX software sections

CONTENTS

1. Introduction to Business Forecasting and Predictive Analytics
2. The Forecast Process, Data Considerations, and Model Selection
3. Extrapolation 1 — Moving Averages and Exponential Smoothing
4. Extrapolation 2 — Introduction to Forecasting with Regression Trend Models
5. Explanatory Models 1 — Forecasting with Multiple Regression Causal Models
6. Explanatory Models 2 — Time-Series Decomposition
7. Explanatory Models 3 — ARIMA (Box-Jenkins) Forecasting Models
8. Predictive Analytics — Helping to Make Sense of Big Data
9. Classification Models — The Most Used Models in Analytics

10. Ensemble Models and Clustering
11. Text Mining
12. Forecast/ Analytics Implementation

Business Maths



Math For Business and Finance: An Algebraic Approach

Jeffrey Slater, Sharon M. Wittry

Edition: 2
2019©
768 Pages
Print: 9781260092516
Connect: 9781260156539

OVERVIEW

Math for Business & Finance — An Algebraic Approach provides modern examples for students to understand business mathematics and make connections with real-world applications. The course covers mathematical concepts from an algebraic approach, combined with Business applications.

Every chapter is devoted to a Personal Finance theme, with topics that include Payroll and the Cost of Purchasing a Home. There is also extensive integration of scientific calculator notation, and also has the Wall Street Journal and Kiplinger news clips that have been widely popular in Jeffrey Slater's other two Business Math texts.

CONTENTS

1. Problem Solving with Math
2. Fractions
3. Percents and Their Applications
4. Solving for the Unknown
5. Business Statistics
6. Banking and Budgeting
7. Payroll and Income Tax
8. Sales, Excise, and Property Taxes
9. Risk Management
10. Installment Buying & Revolving Charge Credit Cards
11. Discounts: Trade and Cash
12. Markups and Markdowns — Perishables and Breakeven Analysis
13. How to Read, Analyze, and Interpret Financial Reports
14. Depreciation

15. Inventory and Overhead
16. Simple Interest
17. Promissory Notes, Simple Discount Notes, and the Discount Process
18. The Cost of Home Ownership
19. Compound Interest and Present Value
20. Annuities and Sinking Funds
21. Stocks, Bonds, and Mutual Funds



Practical Business Math Procedures

Jeffrey Slater, Sharon M. Wittry

Edition: 13
2020©
720 Pages
March 2019
Print: 9781260566628
Connect: 9781260239454

OVERVIEW

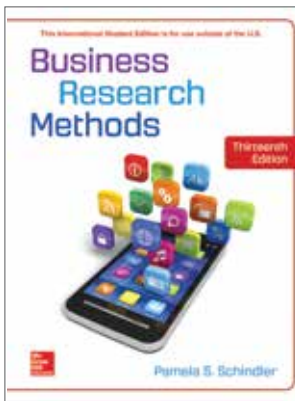
The 13th Edition of Practical Business Math Procedures provides students with an engaging and personalized way to learn, leading to success in the classroom and beyond. Respected authors Jeffrey Slater and Sharon Wittry incorporate examples from The Wall Street Journal and Kiplinger throughout the entirety of the text to reinforce real-world application of business math. Every chapter concludes with the “My Money” exercises, which encourage students to apply the chapter material to their personal finances while utilizing the Internet’s many resources. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

CONTENTS

1. Whole Numbers — How to Dissect and Solve Word Problems
2. Fractions
3. Decimals
4. Banking
5. Solving for the Unknown — A How-to Approach for Solving Equations
6. Percents and Their Applications
7. Discounts: Trade and Cash
8. Markups and Markdowns — Perishables and Breakeven Analysis
9. Payroll
10. Simple Interest

11. Promissory Notes, Simple Discount Notes, and the Discount Process
12. Compound Interest and Present Value
13. Annuities and Sinking Funds
14. Instalment Buying
15. The Cost of Home Ownership
16. How to Read, Analyze, and Interpret Financial Reports
17. Depreciation
18. Inventory and Overhead
19. Sales, Excise, and Property Taxes
20. Life, Fire, and Auto Insurance
21. Stocks, Bonds, and Mutual Funds
22. Business Statistics

Business Research Methods



Business Research Methods

Pamela S. Schindler

Edition: 13

2019©

640 Pages

Print: 9781260091861

Connect: 9781260150735

OVERVIEW

The 13th Edition of Business Research Methods reflects a thoughtful revision of a market standard. Students and professors will find thorough, current coverage of all business research topics presented with a balance of theory and practical application. The authors use managerial decision-making as the theme of Business Research Methods and they provide the content and structure to ensure students' grasp of the business research function. This textbook also encourages and supports the completion of an in-depth business research project, if desired, by the professor.

In its 13th edition, all chapters within Business Research Methods have been evaluated for currency and accuracy. Revisions were made to accommodate new information and trends in the industry, changing teaching pedagogy, and information about what teachers and students are looking for in their textbooks.

CONTENTS

Part One: Build the Foundation for Business Research

1. Research Foundations and Fundamentals
2. The Research Process: An Overview
3. Stage 1: Clarify the Research Question

Part Two: The Design of Business Research

4. Research Design: An Overview
5. Stage 2: Sampling Design
6. Stage 2: Data Collection Design: Qualitative Research
7. Stage 2: Data Collection Design: Observation Research
8. Stage 2: Data Collection Design: Experiments
9. Stage 2: Data Collection Design: Survey Research

Part Three: Measurement

10. Stage 3: Measurement Foundations
11. Stage 3: Measurement Questions
12. Stage 3: Measurement Instruments

Part Four: Collect, Prepare, and Examine Data

13. Stage 3: Collect, Prepare, and Examine Data

Part Five: Analyze and Interpret Data

14. Stage 4: Hypothesis Testing
15. Stage 4: Measures of Association

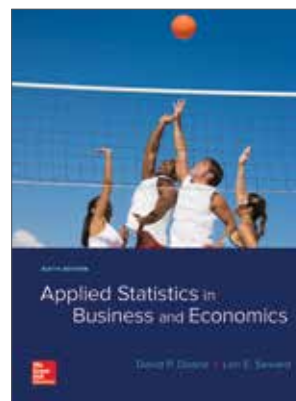
Part Six: Report the Research

16. Stage 5: Research Reports: Supported Insights and Recommendations

Part Seven: Research Project Overview

17. An Integrated Example

Business Statistics



Applied Statistics in Business and Economics

David Doane, Lori Seward

Edition: 6

2019©

864 Pages

Print: 9781260092523

Connect: 9781260165647

FEATURES

Changes were common to most chapters:

- New end-of-chapter Software Supplements (MegaStat, Minitab) to allow more focus on Excel within chapters.
- Closer exercise compatibility with Connect, SmartBook, and LearnSmart.

- Updated Related Readings and Web Sources for students who want to “dive deeper.”
- Revised LearningStats demonstrations to illustrate concepts beyond what is possible in a textbook (e.g., simulations).
- Updated test bank (with more feedback) and updated/expanded Big Data Sets.
- Improved illustrations, figures, and tables.



Basic Statistics For Business And Economics

Douglas A. Lind, William G. Marchal, Samuel A. Wathen

Edition: 9

2019©

624 Pages

Print: 9781260287851

Connect: 9781260201079

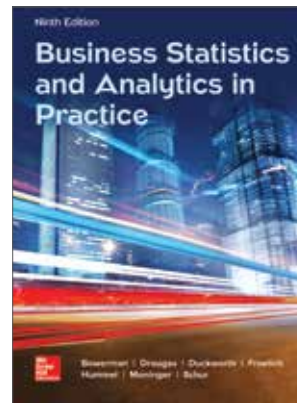
OVERVIEW

Basic Statistics for Business and Economics, 9th Edition provides an introductory survey of descriptive and inferential statistics, using clear and succinct writing. The authors use a step-by-step approach to ease students into statistics concepts, improving motivation and building mastery, with a focus on understanding the application of statistical methods in business and economics. The chapters in this edition have been reorganized to better match the corresponding learning objectives. Additionally, the goals of each section have been clarified for both instructors and students.

A Data Analytics section has been added to the end of each chapter, with new and revised exercises, to develop students' data analytical skills. Students will learn to evaluate, summarize, organize, and analyze information. They also will learn to think critically, improving their ability to interpret and articulate their findings. Real-world exercises allow students to thoroughly understand how to apply each concept. Three data sets are used throughout the book, providing continuity as the exercises encourage students to build on what they have learned. Digital resources within Connect help students apply what they've learned and achieve higher outcomes in the course.

CONTENTS

1. What Is Statistics?
2. Describing Data — Frequency Tables, Frequency Distribution, and Graphic Presentation
3. Describing Data — Numerical Measures
4. Describing Data — Displaying and Exploring Data
5. A Survey of Probability Concepts
6. Discrete Probability Distributions
7. Continuous Probability Distributions
8. Sampling Methods and the Central Limit Theorem
9. Estimation and Confidence Levels
10. One-Sample Tests of Hypothesis
11. Two-Sample Tests of Hypothesis
12. Analysis of Variance
13. Correlation and Linear Regression
14. Multiple Regression Analysis
15. Nonparametric Methods — Nominal-Level Hypothesis Tests



Business Statistics and Analytics in Practice

Bruce L. Bowerman, Anne M. Drougas, William M. Duckworth, Amy G. Froelich, Ruth M. Hummel, Kyle B. Moninger, Patrick J. Schur

Edition: 9

2019©

928 Pages

Print: 9781260287844

Connect: 9781260200751

OVERVIEW

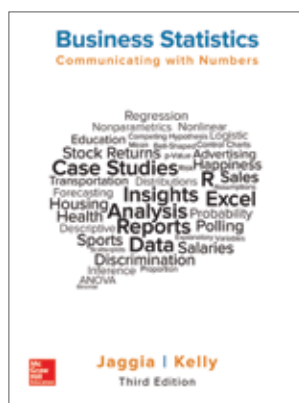
Bowerman 9e covers both standard business statistics and business analytics topics and provides them in a clear presentation that is organized so that business analytics topics may be used or not used. Bowerman provides a continuous case throughout chapters and business analytics topics that allow students to use data for a more applied and practical approach.

Featuring Connect, Smartbook, Guided examples, Algorithmic Problems and a Business Statistics, Math and Excel prep component, Bowerman is a perfect fit for the instructor who wants a Business Stats with Business Analytics focus.

CONTENTS

1. An Introduction to Business Statistics and Analytics
2. Descriptive Statistics and Analytics: Tabular and Graphical Methods
3. Descriptive Statistics and Analytics: Numerical Methods
4. Probability and Probability Models

5. Predictive Analytics I: Trees, k-Nearest Neighbors, Naive Bayes', and Ensemble Estimates
6. Discrete Random Variables
7. Continuous Random Variables
8. Sampling Distributions
9. Confidence Intervals
10. Hypothesis Testing
11. Statistical Inferences Based on Two Samples
12. Experimental Design and Analysis of Variance
13. Chi-Square Tests
14. Simple Linear Regression Analysis
15. Multiple Regression and Model Building
16. Predictive Analytics II: Logistic Regression, Discriminate Analysis, and Neural Networks
17. Time Series Forecasting and Index Numbers
18. Nonparametric Methods
19. Decision Theory
20. (Online) Process Improvement Using Control Charts for Website



Business Statistics: Communicating with Numbers

Sanjiv Jaggia, Alison Kelly

Edition: 3

2019©

880 Pages

Print: 9781260288377

Connect: 9781260187571

OVERVIEW

The 3rd edition of *Business Statistics: Communicating with Numbers* provides a unique, innovative, and engaging learning experience for students studying Business Statistics. It is an intellectually stimulating, practical, and visually attractive textbook, from which students can learn and instructors can teach. Throughout the book, the authors have presented the material in an accessible way by using timely business applications to which students can relate. Although the text is application-oriented, it is also mathematically sound and uses notation that is generally accepted for the topic being covered.

FEATURES

Integration of R: R is a powerful software that merges the convenience of statistical packages with the power of coding. There are several good reasons for learning R in a Business Statistics class. First, R is open source as well as cross-platform compatible. This means that there is zero cost to download R, and it

can be run on Windows, Mac OS X, or Linux. Second, with the availability of several data analysis tools for conventional and modern statistical models, R is easy to use. Third, R is wildly popular and quickly becoming one of the most powerful programming languages for data analytics.

Other noteworthy changes include:

1. Dozens of new examples, exercises, introductory cases, and case studies have been added. Many Learning Outcomes have been streamlined or rewritten for the sake of simplicity and consistency.
2. Statistics and Data — Structured data, unstructured data, and big data are introduced, and the section on online data sources has been revised.
3. Introduction to Probability — The Writing with Statistics example now examines marijuana legalization in the United States.
4. Continuous Probability Distributions — The normal distribution is covered in one section, rather than two sections.
5. Sampling and Sampling Distributions — A discussion of the Trump election coupled with social-desirability bias has been added.
6. Regression Analysis — The estimation of a simple linear regression and a multiple linear regression is covered in one section, rather than two sections.

CONTENTS

Part One: Introduction

1. Statistics and Data

Part Two: Descriptive Statistics

2. Tabular and Graphical Methods
3. Numerical Descriptive Measures

Part Three: Probability and Probability Distributions

4. Introduction to Probability
5. Discrete Probability Distributions
6. Continuous Probability Distributions

Part Four: Basic Inference

7. Sampling and Sampling Distributions
8. Interval Estimation
9. Hypothesis Testing
10. Statistical Inference Concerning Two Populations
11. Statistical Inference Concerning Variance
12. Chi-Square Tests

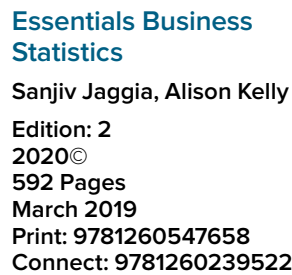
Part Five: Advanced Inference

13. Analysis of Variance
14. Regression Analysis
15. Inference with Regression Models
16. Regression Models for Nonlinear Relationships
17. Regression Models with Dummy Variables

Part Six: Supplementary Topics

18. Time Series and Forecasting

4. Introduction to Probability
5. Discrete Probability Distributions
6. Continuous Probability Distributions
7. Sampling and Sampling Distributions
8. Interval Estimation
9. Hypothesis Testing
10. Comparisons Involving Means
11. Comparisons Involving Proportions
12. Basics of Regression Analysis
13. More on Regression Analysis



Essentials of Business Statistics — Communicating with Numbers is a core statistics textbook that sparks student interest and bridges the gap between how statistics is taught and how practitioners think about and apply statistical methods. Throughout the text, the emphasis is on communicating with numbers rather than on number crunching.

FEATURES

-
- Third Edition
- # ESSENTIAL STATISTICS IN BUSINESS AND ECONOMICS
-
- David P. Doane | Lori R. Seward
- McGraw-Hill

David Doane, Lori Seward
Edition: 3
2020©
688 Pages
March 2019
Print: 9781260547641
Connect: 9781260242331

The 3rd Edition of Essential Statistics in Business and Economics was written to meet four distinct objectives:

- ## CONTENTS

- Today's technology makes it easier to summarize and communicate with data than ever before. The text demonstrates easily mastered techniques with

commonly available software. The authors emphasize the idea of risks in decision making and that risks should be quantified and considered in business decisions.

FEATURES

- New end-of-chapter Software Supplements (MegaStat, Minitab) to allow more focus on Excel within chapters.
- Updated Related Readings and Web Sources for students who want to "dive deeper."
- Revised LearningStats demonstrations to illustrate concepts beyond what is possible in a textbook (e.g., simulations).
- Updated test bank (with more feedback) and updated/expanded Big Data Sets.

CONTENTS

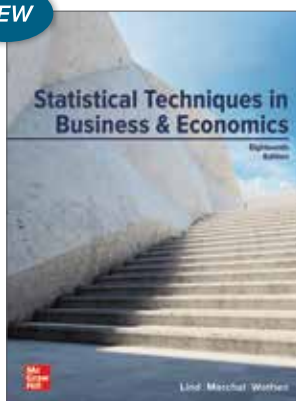
1. Overview of Statistics
2. Data Collection
3. Describing Data Visually
4. Descriptive Statistics
5. Probability
6. Discrete Probability Distributions
7. Continuous Probability Distributions
8. Sampling Distributions and Estimation
9. One-Sample Hypothesis Tests
10. Two-Sample Hypothesis Tests
11. Analysis of Variance
12. Simple Regression
13. Multiple Regression
14. Chi-Square Tests

was written so clearly that any student can learn and succeed in Business Statistics. Its simple language and use of multiple examples focus on business applications, but also relate to the current world of the college student. This step-by-step approach enhances performance, accelerates preparedness, and significantly improves motivation. Lind's real-world examples, comprehensive coverage, and superior pedagogy that now includes data analytics coverage, combined with a complete digital solution help students achieve higher outcomes in the course.

FEATURES

- Chapter 18, now titled "Forecasting with Time Series Analysis," is completely rewritten. The chapter shows how to create forecasting models that mimic trend and seasonal time series patterns, how to apply simple moving averages, simple exponential smoothing, regression, and seasonal indexing to create the models. Forecasting error, using the mean absolute deviation, is included for every forecasting model. In addition, the chapter includes a discussion of autocorrelation and the Durban-Watson statistic.
- The text now uses an excellent set of Excel tutorials to demonstrate how to use Excel to perform the statistical analyses in the text. Rather than referring to a set of written procedures, users will be able to view well-organized presentations that clearly demonstrate how to use the various statistical tools, functions, and analyses in Excel. The references to the tutorials are indicated by a unique icon placed in the left margin and aligned with the procedure or analysis in the text.
- Chapter 8 now starts with a brief discussion of the research process to establish a context for sampling and data collection. It also includes comments on ethics and biased sampling. After the description of sampling methods, a new section "Sample Mean as a Random Variable" demonstrates the effect of random sampling on the sample mean followed by the section: "Sampling Distribution of the Sample Mean." The standard error of the sampling distribution is now featured in a new section. The "sampling error" concept continues to be a key item in the chapter's discussion.
- Starting in Chapter 9, many exercises have been restructured with multi-item responses. Reformulating these exercises will provide users with more direction to understanding the details of a particular statistical technique.

NEW



Statistical Techniques in Business and Economics

Douglas A. Lind, William G. Marchal, Samuel A. Wathen

Edition: 18

2021©

880 Pages

Print: 9781260570489

Connect: 9781260242409

OVERVIEW

Statistical Techniques in Business and Economics, 18e is a best seller, originally published in 1967 to provide students majoring in management, marketing, finance, accounting, economics, and other fields of business administration with an introductory survey of descriptive and inferential statistics. Its hallmark presentation boasts a step by step approach that

CONTENTS

1. What Is Statistics?
 2. Describing Data: Frequency Tables, Frequency Distributions, and Graphic Presentation
 3. Describing Data: Numerical Measures
 4. Describing Data: Displaying and Exploring Data
 5. A Survey of Probability Concepts
 6. Discrete Probability Distributions
 7. Continuous Probability Distributions
 8. Sampling, Sampling Methods, and the Central Limit Theorem
 9. Estimation and Confidence Intervals
 10. One-Sample Tests of Hypothesis
 11. Two-Sample Tests of Hypothesis
 12. Analysis of Variance
 13. Correlation and Linear Regression
 14. Multiple Regression Analysis
 15. Nonparametric Methods: Nominal Level Hypothesis Tests
 16. Nonparametric Methods: Analysis of Ordinal Data
 17. Index Numbers
 18. Forecasting with Time Series Analysis
 19. Statistical Process Control and Quality Management
 20. An Introduction to Decision Theory
- Appendix:
Data Sets, Tables, Software Commands, Answers

yet it is sometimes difficult to engage them in other equally important topics like personal privacy and technological advances.

- Each chapter highlights a most promising career in IT including webmaster, software engineer, and database administrator by presenting job titles, responsibilities, educational requirements, and salary ranges. Students see the material relate directly to potential career paths.

- Each chapter describes how its content is relevant to students' lives today and critical to their future. Each chapter presents practical tips related to key concepts through the demonstration of interesting and relevant applications. Topics presented focus first on outputs rather than processes and then dive into the concepts and processes.

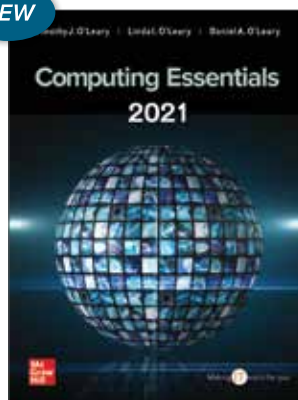
FEATURES

Motivation and relevance are the keys. This text has several features specifically designed to engage and demonstrate the relevance of technology in our lives. These elements are combined with thorough coverage of the concepts and sound pedagogical devices.

- Making IT Work for You addresses topics and discussion questions that cover issues like online entertainment, gaming, virtual assistants, and the mobile office.
- Look to the Future boxes in each chapter have been revised to show that the expected breakthroughs of tomorrow are rooted in today's advances.
- Why Should I Read This? sections present a visually engaging and concise presentation of the chapter's relevance to the reader's life in the digital world.
- Visual summaries review major concepts covered throughout the chapter.
- Environment marginal boxes cover topics like plagiarism, editing images to promote a message, and the use of monitoring software.
- Ethics marginal boxes cover related technologies and topics like proper disposal of older monitors, empty inkjet cartridges, and old computers.
- Concept Check segments cue students to note which topics have been covered and to self-test their understanding of the material presented.
- A test bank with more than 2,200 questions is categorized by level of learning.
- Using IT at Movies Online, a case study of a fictitious organization, provides an up-close look at what students might find on the job in the real world.

COMPUTER INFORMATION TECHNOLOGY

NEW



Computing Essentials 2021

Timothy J. O'Leary,
Linda I. O'Leary,
Daniel O'Leary

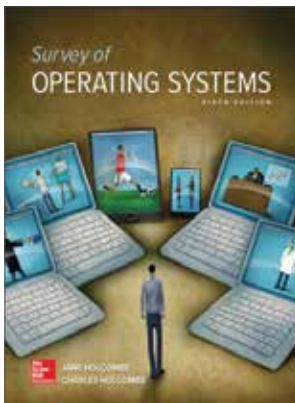
Edition: 28
2021©
416 Pages
Print: 9781260570755
Connect: 9781264082735

OVERVIEW

The rate of change in the digital information age is clearly increasing, and computer literacy is becoming a prerequisite. The goal of the 28th edition of Computing Essentials is to provide students with an introductory understanding of the concepts necessary for success and to instill an appreciation for the effect of information technology on people, privacy, ethics, and our environment. Today's students put much effort toward the things that are relevant to them,

CONTENTS

1. Technology, the Internet, and You
 2. The Internet, the Web, and Electronic Commerce
 3. Application Software
 4. System Software
 5. The System Unit
 6. Input and Output
 7. Secondary Storage
 8. Communications and Networks
 9. Privacy, Security, and Ethics
 10. Information Systems
 11. Databases
 12. Systems Analysis and Design
 13. Programming and Languages
- The Evolution of the Computer Age
The Computer Buyer's Guide
Glossary
Index

**Survey of Operating Systems**

Jane Holcombe,
Charles Holcombe

Edition: 6
2020©
496 pages
April 2019
Print: 9781260565829

OVERVIEW

McGraw Hill Education is proud to introduce the sixth edition of Jane and Charles Holcombe's Survey of Operating Systems. This title introduces the most widely used desktop operating systems (including Windows Apple OS X and Linux) using numerous illustrations and hands-on activities to build a foundation for success in the IT field empowering students to adapt to different job situations and troubleshoot problems.

The new edition features information on mobile operating systems as well as chapters on subjects peripheral to operating systems such as computer security desktop virtualization and connecting computers and mobile devices to networks.

CONTENTS

1. Introduction to Operating Systems
2. Computer Security Basics
3. Desktop Virtualization
4. Windows 7
5. Windows 10

6. Supporting and Troubleshooting Windows 207
7. Apple macOS on the Desktop
8. Linux on the Desktop
9. Chromebooks and Chrome OS
10. Connecting Desktops and Laptops to Networks
11. Mobile Operating Systems: iOS and Android

ECONOMICS
Economics Principles

NEW

**Economics**

Dean S. Karlan, Jonathan J.
Morduch

Edition: 3
2021©
1152 Pages
Print: 9781260566062
Connect: 9781260521016

OVERVIEW

Dean Karlan and Jonathan Morduch's Economics 3e is built around the central concept that economics is a powerful and positive tool that students can use right now to improve their world. Economics uses examples and issues that resonate with students' experience to draw them in and frame ideas to help develop their economic intuition. Using a balanced approach, students are able to sharpen their own understanding of topics by focusing on the data and evidence behind the effects they see. Students are equipped to understand and respond to real-life situations through their new economic lens and challenged to decide how they will improve their world.

The third edition delivers core economic concepts along with exciting new ideas in economic thought and strives to keep students engaged by confronting issues that are important in the world. This text combines a familiar curriculum with material from new research and applied areas such as finance, behavioral economics, and the political economy. Students and faculty will find content that breaks down barriers between what takes place in the classroom and what happens in our nation and our world, with applications that are driven by empirical evidence, data, and research.

CONTENTS

Part 1 The Power of Economics

1. Economics and Life
2. Specialization and Exchange

Part 2 Supply and Demand

3. Markets
4. Elasticity
5. Efficiency
6. Government Intervention

Part 3 Individual Decisions

7. Consumer Behavior
8. Behavioral Economics: A Closer Look at Decision Making
9. Game Theory and Strategic Thinking
10. Information
11. Time and Uncertainty

Part 4 Firm Decisions

12. The Costs of Production
13. Perfect Competition
14. Monopoly
15. Monopolist Competition and Oligopoly
16. The Factors of Production
17. International Trade

Part 5 Public Economics

18. Externalities
19. Public Goods and Common Resources
20. Taxation and the Public Budget
21. Poverty, Inequality, and Discrimination
22. Political Choices
23. Public Policy and Choice Architecture

Part 6 The Data of Macroeconomics

24. Measuring GDP
25. The Cost of Living

Part 7 Labor Markets and Economic Growth

26. Unemployment and the Labor Market
27. Economic Growth

Part 8 The Economy in the Short and Long Run

28. Aggregate Expenditure
29. Aggregate Demand and Aggregate Supply
30. Fiscal Policy

Part 9 The Financial System and Institutions

31. The Basics of Finance
32. Money and the Monetary System
33. Inflation
34. Financial Crisis

Part 10 International Policy Issues

35. Open-Market Macroeconomics
36. Development Economics

NEW



Economics

Campbell R. McConnell,
Stanley L. Brue, Sean Masaki
Flynn

Edition: 22

2021©

1024 Pages

Print:9781260570618

Connect:9781264112364

OVERVIEW

McConnell/Brue/Flynn has long set the standard for providing high-quality content to instructors and students alike. Known for versatility, comprehensiveness, and persistent innovation, it has remained one of the most trusted and reliable choices for principles of economics courses.

The 22nd edition continues to benefit from author Sean Flynn's influence with new discussions on strategic behavior, game theory, unconventional monetary policy and interest rate normalization. A robust set of content designed to facilitate classroom engagement through peer instruction has been developed to align with the learning objectives in the text. New innovations like interactive graphs and videos combine with SmartBook's adaptive reading experience and even more algorithmic and graphing assessment content in Connect to help students succeed in the course.

McConnell/Brue/Flynn is expertly tailored to support a variety of course formats, institutions, and students. Its depth of content and breadth of resources continue to be unparalleled in the introductory market.

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PART ONE Introduction to Economics and the Economy

1. Limits, Alternatives, and Choices
2. The Market System and the Circular Flow

PART TWO Price, Quantity, and Efficiency

3. Demand, Supply, and Market Equilibrium
4. Market Failures: Public Goods and Externalities
5. Government's Role and Government Failure

PART THREE Consumer Behavior

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7. Utility Maximization
8. Behavioral Economics

PART FOUR Microeconomics of Product Markets

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10. Pure Competition in the Short Run

11. Pure Competition in the Long Run
12. Pure Monopoly
13. Monopolistic Competition
14. Oligopoly and Strategic Behavior
15. Technology, R&D, and Efficiency

PART FIVE Microeconomics of Resource Markets and Government

16. The Demand for Resources
17. Wage Determination
18. Rent, Interest, and Profit
19. Natural Resource and Energy Economics
20. Public Finance: Expenditures and Taxes

PART SIX Microeconomic Issues and Policies

21. Antitrust Policy and Regulation
22. Agriculture: Economics and Policy
23. Income Inequality, Poverty, and Discrimination
24. Health Care
25. Immigration

PART SEVEN GDP, Growth, and Instability

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27. Measuring Domestic Output and National Income
28. Economic Growth
29. Business Cycles, Unemployment, and Inflation

PART EIGHT Macroeconomic Models and Fiscal Policy

30. Basic Macroeconomic Relationships
31. The Aggregate Expenditures Model
32. Aggregate Demand and Aggregate Supply
33. Fiscal Policy, Deficits, and Debt

PART NINE Money, Banking, and Monetary Policy

34. Money, Banking, and Financial Institutions
35. Money Creation
36. Interest Rates and Monetary Policy
37. Financial Economics

PART TEN Extensions and Issues

38. Extending the Analysis of Aggregate Supply
39. Current Issues in Macro Theory and Policy

PART ELEVEN International Economics

40. International Trade
41. The Balance of Payments, Exchange Rates, and Trade Deficits
42. The Economics of Developing Countries



Economics 11e

David C. Colander

Edition: 11

2020©

984 Pages

Print: 9781260566086

Connect: 9781260506921

OVERVIEW

Colanders Economics 11e is specifically designed to help today's students succeed in the principles of economics course and grasp economics concepts they can apply in their daily lives. Colander's trademark colloquial approach focuses on modern economics, institutions, history, and modeling. Colander presents and applies economic models, but also encourages students to think about model nuances, building their critical thinking skills and applying models to the real world.

CONTENTS

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1. Economics and Economic Reasoning
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- 8W. Politics and Economics: The Case of Agricultural Markets

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12. Production and Cost Analysis II

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16. Real-World Competition and Technology

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- 17. Work and the Labor Market
- 17W. Nonwage and Asset Income: Rents, Profits, and Interest
- 18. Who Gets What? The Distribution of Income

CHOICE AND DECISION MAKING

- 19. The Logic of Individual Choice: The Foundation of Supply and Demand
- 20. Game Theory, Strategic Decision Making, and Behavioral Economics

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- 21. Thinking Like a Modern Economist
- 22. Behavioral Economics and Modern Economic Policy
- 23. Microeconomic Policy, Economic Reasoning, and Beyond

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- 24. Economic Growth, Business Cycles, and Unemployment
- 25. Measuring and Describing the Aggregate Economy

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- 26. The Keynesian Short-Run Policy Model: Demand-Side Policies
- 26W. The Multiplier Model
- 27. The Classical Long-Run Policy Model: Growth and Supply-Side Policies

FINANCE, MONEY, AND THE ECONOMY

- 28. The Financial Sector and the Economy
- 29. Monetary Policy
- 30. Financial Crises, Panics, and Unconventional Monetary Policy

TAXES, BUDGETS, AND FISCAL POLICY

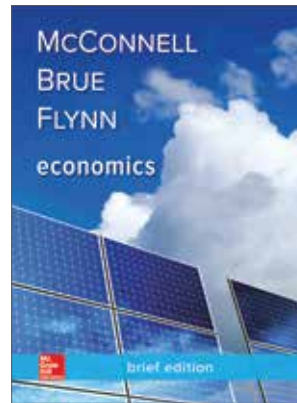
- 31. Deficits and Debt: The Austerity Debate
- 32. The Fiscal Policy Dilemma

MACROECONOMIC PROBLEMS

- 33. Jobs and Unemployment
- 34. Inflation, Deflation, and Macro Policy

INTERNATIONAL MACROECONOMIC POLICY ISSUES

- 35. International Financial Policy
- 36. Macro Policy in a Global Setting
- 37. Structural Stagnation and Globalization
- 38. Macro Policy in Developing Countries



Economics Brief

Campbell R. McConnell,
Stanley L. Brue,
Sean Masaki Flynn

Edition: 3
2019©
576 Pages
Print: 9780078021879
Connect: 9781260324884

OVERVIEW

McConnell, Brue and Flynn's Economics: Brief Edition, 3e comes from the same author team as the market-leading Principles of Economics textbook. Economics: Brief Edition tailors the core concepts from proven leader Economics, 21st edition to create a concise introduction to the course that is distinct in purpose, style, and coverage. Like the 21st edition, this latest edition continues to be innovative while teaching students in a clear, unbiased way. Content and pedagogy have 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy.

CONTENTS

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- 1. Limits, Alternatives, and Choices
- 2. The Market System and the Circular Flow

Part Two: Price, Quantity, and Efficiency

- 3. Demand, Supply, and Market Equilibrium
Appendix 3W — Additional Examples of Supply and Demand
- 4. Elasticity of Demand and Supply
- 5. Market Failures: Public Goods and Externalities

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- 6. Businesses and Their Costs
- 7. Pure Competition
- 8. Pure Monopoly
- 9. Monopolistic Competition and Oligopoly

Part Four: Resource Markets and Government

- 10. Wage Determination
- 11. Income Inequality and Poverty
- 12. Public Finance: Expenditures and Taxes

Part Five: GDP, Growth, and Instability

- 13. GDP and Economic Growth
- 14. Business Cycles, Unemployment, and Inflation
- 15. Aggregate Demand and Aggregate Supply
- 16. Fiscal Policy, Deficits, and Debt

Part Six: Money, Banking, and Monetary Policy

17. Money, Banking, and Financial Institutions
18. Interest Rates and Monetary Policy

Part Seven: Long-Run Considerations and International Economics

19. Long-Run Aggregate Supply & Aggregate Demand
20. International Trade and Exchange Rates

**Essentials of Economics**

**Stanley L. Brue,
Campbell R. McConnell,
Sean Masaki Flynn**

**Edition: 4
2019©
576 Pages
Print: 9781260084665
Connect: 9781259680298**

OVERVIEW

Essentials of Economics, 4th Edition, provides a fresh alternative to the survey course that is both substantive and appropriate for the introductory economics student. This text provides the best elements of McConnell Economics 21st edition with unique content designed to help students understand the material in one semester. With a fully integrated digital package that includes SmartBook, videos, interactive graphs, and math prep—Essentials of Economics is an engaging and unique offer for the condensed survey course format that illustrates concepts in a relatable and readable way.

FEATURES

- Two New Chapters — Chapter 17: Wage Determination and Chapter 18: Income Inequality and Poverty, previously available as Web Chapters, are now fully integrated in print and Connect, along with assignable end-of-chapter and adaptive content.
- Graphing Tool v4.0 — A new and improved graphing experience within Connect provides a modern interface and usability, better “check my work” experience, and side-by-side feedback in graphing assignments.
- Videos — Assignable “Connect the Dots” videos provide succinct tutorials to help bridge the gap in understanding difficult concepts along with assessment questions to test student knowledge.

CONTENTS**Part One: Introduction**

1. Limits, Alternatives, and Choices Chapter One
Appendix: Graphs and Their Meaning
2. The Market System and the Circular Flow

Part Two: Price Quantity, and Efficiency

3. Demand, Supply, and Market Equilibrium
Chapter Three Appendix: Additional Examples of Supply and Demand
4. Elasticity of Demand and Supply
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11. Business Cycles, Unemployment, and Inflation
12. Aggregate Demand and Aggregate Supply
13. Fiscal Policy, Deficits, and Debt

Part Five: Money, Banking, and Monetary Policy

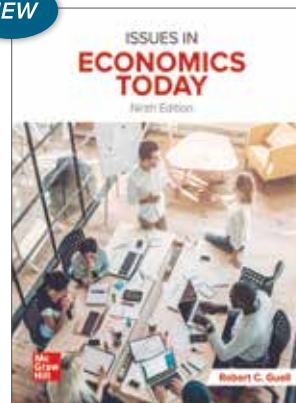
14. Money, Banking, and Financial Institutions
15. Interest Rates and Monetary Policy

Part Six: International Economics

16. International Trade and Exchange Rates

Part Seven: Resource Markets

17. Wage Determination
18. Income Inequality and Poverty

NEW**Issues in Economics Today**

Robert Guell

**Edition: 9
2021©
Print: 9781260575767
Connect: 9781264049301**

OVERVIEW

Guell's Issues in Economics Today presents economic theory brought to life through current issues with an engaging, conversational style. The 9th edition includes 8 theory chapters introducing the core topics in microeconomics and macroeconomics, and a selection of 40 short issues chapters, from which instructors can pick and choose the issues of most interest to their students. This format allows maximum flexibility for instructors to lay a foundation of theory first or dive right into coverage of today's current

issues. In addition, issues can be organized along themes such as social policy, health and education policy, election year issues, international issues, and business issues, or combined with outside content. Guell's 9th edition provides content that is timely and relevant for students, flexible enough to fit any course design.

CONTENTS

1. Economics: The Study of Opportunity Cost
2. Supply and Demand
3. The Concept of Elasticity and Consumer and Producer Surplus
4. Firm Production, Cost, and Revenue
5. Perfect Competition, Monopoly, and Economic versus Normal Profit
6. Every Macroeconomic Word You Ever Heard: Gross Domestic Product, Inflation, Unemployment, Recession, Depression
7. Money, Interest Rates, and Present Value
8. Aggregate Demand and Aggregate Supply
9. Fiscal Policy
10. Monetary Policy
11. Federal Spending
12. Federal Deficits, Surpluses, and the National Debt
13. The Housing Bubble
14. The Recession of 2007–2009: Causes and Policy Responses
15. Is Economic Stagnation the New Normal?
16. Is the (Fiscal) Sky Falling?: An Examination of Unfunded Social Security, Medicare, and State And Local Pension Liabilities
17. International Trade: Does It Jeopardize American Jobs?
18. International Finance and Exchange Rates
19. The European Union, Debt Crisis, and Brexit
20. Economic Growth and Development
21. Are Trade Agreements Good for Us?
22. The Line between Legal and Illegal Goods
23. Natural Resources, the Environment, and Climate Change;
24. Health Care
25. Government-Provided Health Insurance: Medicaid, Medicare, and the Children's Health Insurance Program
26. The Economics of Prescription Drugs
27. So You Want to Be a Lawyer: Economics and the Law
28. The Economics of Crime
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30. The Economics of Race and Sex Discrimination
31. Income and Wealth Inequality: What's Fair?
32. Farm Policy
33. Minimum Wage

34. Ticket Brokers and Ticket Scalping
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36. The Economics of K–12 Education
37. College and University Education: Why is it so Expensive?
38. Poverty and Welfare
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42. Energy Prices
43. If We Build It, Will They Come? And Other Sports Questions
44. The Stock Market and Crashes
45. Unions
46. Walmart: Always Low Prices (and Low Wages)—Always
47. The Economic Impact of Casino and Sports Gambling
48. The Economics of Terrorism

NEW



M: Economics, The Basics

Mike Mandel

Edition: 4

2021©

416 Pages

Print: 9781260570571

Connect: 9781264068401

OVERVIEW

Mandel's *M: Economics, The Basics* fourth edition focuses on developing a student's economic literacy without overwhelming to provide a window into what's happening in the current economy. Michael Mandel, the former Chief Economist for *BusinessWeek* magazine, now Chief Economist at Visible Economy LLC, writes in a journalistic style, drawing upon news articles and experience throughout the text to present economic concepts in a way that is understandable, relevant, and exciting for a broad audience. The succinct coverage, magazine-like design, and accessible presentation of math and graphs will help instructors overcome the common challenges of this course, and make the material more approachable and attractive to a wide range of students.

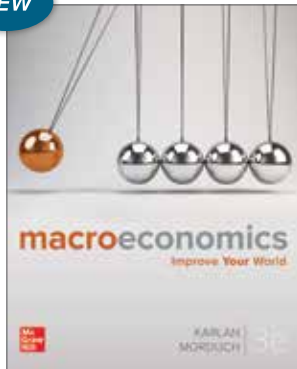
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1. Introduction
2. Prices, Buyers, And Sellers
3. Matching Supply And Demand
4. The Nature Of Business
5. Perfect Competition
6. Historical Background
7. Measuring The Economy
8. The Basics Of Inflation
9. The Significance Of Growth
10. Potential Versus Real Gdp
11. The Government And The Economy
12. The Uses Of Money
13. The Market For Loans
14. The Nature Of International Trade
15. The Nature Of Technological Change
16. The Basics Of The Labor Market
17. The Basics Of Income Distribution
18. The Basics Of Retirement
19. The Basics Of Energy Consumption And Supply

new research and applied areas such as finance, behavioral economics, and the political economy. Students and faculty will find content that breaks down barriers between what takes place in the classroom and what happens in our nation and our world, with applications that are driven by empirical evidence, data, and research.

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13. Fiscal Policy
14. The Basics of Finance
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16. Inflation
17. Financial Crisis
18. Open-Market Macroeconomics
19. Development Economics

NEW**Macroeconomics**

Dean S. Karlan, Jonathan J. Morduch

**Edition: 3
2021©**

672 Pages

Print: 9781260566659

Connect: 9781260521191

OVERVIEW

Dean Karlan and Jonathan Morduch's *Macroeconomics 3e* is built around the central concept that economics is a powerful and positive tool that students can use right now to improve their world. *Macroeconomics* uses examples and issues that resonate with students' experience to draw them in and frame ideas to help develop their economic intuition. Using a balanced approach, students are able to sharpen their own understanding of topics by focusing on the data and evidence behind the effects they see. Students are equipped to understand and respond to real-life situations through their new economic lens and challenged to decide how they will improve their world.

The third edition delivers core economic concepts along with exciting new ideas in economic thought and strives to keep students engaged by confronting issues that are important in the world. This text combines a familiar curriculum with material from

**Macroeconomics**

David C. Colander

**Edition: 11
2020©**

576 Pages

Print: 9781260566598

Connect: 9781260507089

OVERVIEW

Colander's *Macroeconomics 11e* is specifically designed to help today's students succeed in the principles of economics course and grasp economics concepts they can apply in their daily lives. Colander's trademark colloquial approach focuses on modern economics, institutions, history, and modeling. Colander presents and applies economic models, but also encourages students to think about model nuances, building their critical thinking skills and applying models to the real world.

CONTENTS

PART 1: INTRODUCTION: THINKING LIKE AN ECONOMIST

1. Economics and Economic Reasoning
2. The Production Possibilities Model, Trade, and Globalization
3. Economic Institutions
4. Supply and Demand
5. Using Supply and Demand

PART II: MACROECONOMICS

MACROECONOMIC BASICS

6. Economic Growth, Business Cycles, and Unemployment
7. Measuring and Describing the Aggregate Economy

POLICY MODELS

8. The Keynesian Short-Run Policy Model: Demand-Side Policies
- 8W. The Multiplier Model
9. The Classical Long-Run Policy Model: Growth and Supply-Side Policies

FINANCE, MONEY, AND THE ECONOMY

10. The Financial Sector and the Economy
11. Monetary Policy
12. Financial Crises, Panics, and Unconventional Monetary Policy

TAXES, BUDGETS, AND FISCAL POLICY

13. Deficits and Debt: The Austerity Debate
14. The Fiscal Policy Dilemma

MACROECONOMIC PROBLEMS

15. Jobs and Unemployment
16. Inflation, Deflation, and Macro Policy

INTERNATIONAL MACROECONOMIC POLICY ISSUES

17. Comparative Advantage, Exchange Rates, and Globalization
18. International Trade Policy
19. International Financial Policy
20. Macro Policy in a Global Setting
21. Structural Stagnation and Globalization
22. Macro Policy in Developing Countries



Microeconomics

David C. Colander

Edition: 11

2020©

624 Pages

March 2019

Print: 9781260566604

Connect: 9781260506983

OVERVIEW

Colanders Microeconomics 11e is specifically designed to help today's students succeed in the principles of economics course and grasp economics concepts they can apply in their daily lives. Colander's trademark colloquial approach focuses on modern economics, institutions, history, and modeling. Colander presents and applies economic models, but also encourages students to think about model nuances, building their critical thinking skills and applying models to the real world.

Content in Colander is organized around learning objectives to make it easier for students to understand the material and for instructors to build assignments within Connect. Through Connect and SmartBook, students will find engaging activities, helpful tutorial videos, and learning resources at that moment of need.

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PART 1: INTRODUCTION: THINKING LIKE AN ECONOMIST

1. Economics and Economic Reasoning
2. The Production Possibilities Model, Trade, and Globalization
3. Economic Institutions
4. Supply and Demand
5. Using Supply and Demand

PART II: MICROECONOMICS

THE POWER OF TRADITIONAL ECONOMIC MODELS

6. Describing Supply and Demand: Elasticities
7. Taxation and Government Intervention
8. Market Failure versus Government Failure
- 8W. Politics and Economics: The Case of Agricultural Markets

INTERNATIONAL ECONOMIC POLICY ISSUES

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11. Production and Cost Analysis I
12. Production and Cost Analysis II

MARKET STRUCTURE

13. Perfect Competition
14. Monopoly and Monopolist Competition
15. Oligopoly and Antitrust
16. Real-World Competition and Technology

FACTOR MARKETS

17. Work and the Labor Market
- 17W. Nonwage and Asset Income: Rents, Profits, and Interest
18. Who Gets What? The Distribution of Income

CHOICE AND DECISION MAKING

19. The Logic of Individual Choice: The Foundation of Supply and Demand
20. Game Theory, Strategic Decision Making, and Behavioral Economics

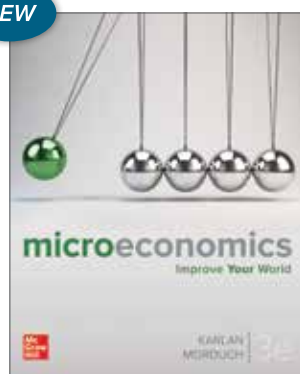
MODERN ECONOMIC THINKING

21. Thinking Like a Modern Economist
22. Behavioral Economics and Modern Economic Policy
23. Microeconomic Policy, Economic Reasoning, and Beyond

The third edition delivers core economic concepts along with exciting new ideas in economic thought and strives to keep students engaged by confronting issues that are important in the world. This text combines a familiar curriculum with material from new research and applied areas such as finance, behavioral economics, and the political economy. Students and faculty will find content that breaks down barriers between what takes place in the classroom and what happens in our nation and our world, with applications that are driven by empirical evidence, data, and research.

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6. Government Intervention
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8. Behavioral Economics:
A Closer Look at Decision Making
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20. Taxation and the Public Budget
21. Poverty, Inequality, and Discrimination
22. Political Choices
23. Public Policy and Choice Architecture

NEW**Microeconomics**

Dean Karlan,
Jonathan Morduch

Edition : 3

2021©

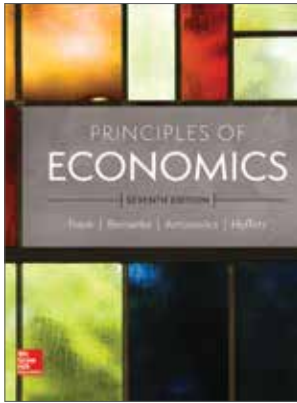
744 Pages

Print: 9781260566642

Connect: 9781260521108

OVERVIEW

Dean Karlan and Jonathan Morduch's *Microeconomics* 3e is built around the central concept that economics is a powerful and positive tool that students can use right now to improve their world. *Microeconomics* uses examples and issues that resonate with students' experience to draw them in and frame ideas to help develop their economic intuition. Using a balanced approach, students are able to sharpen their own understanding of topics by focusing on the data and evidence behind the effects they see. Students are equipped to understand and respond to real-life situations through their new economic lens and challenged to decide how they will improve their world.



Principles Of Economics

Robert H. Frank,
Ben Bernanke,
Kate Antonovics, Ori Heffetz

Edition: 7

2019©

880 Pages

Print: 9781260092912

Connect: 9781260110883

OVERVIEW

Principles of Economics, 7th Edition, provides a deeper understanding of economics by eliminating overwhelming detail and focusing on seven core principles that are reinforced and illustrated throughout the text.

With engaging questions, explanations and exercises, the authors help students relate economic principles to a host of everyday experiences such as going to the ATM or purchasing airline tickets.

Throughout this process, the authors encourage students to become “economic naturalists:” people who employ basic economic principles to understand and explain what they observe in the world around them. With new videos and interactive graphs alongside SmartBook’s adaptive reading experience, the 7th edition enables instructors to spend class time engaging, facilitating, and answering questions instead of lecturing on the basics.

FEATURES

- Behavioral Economics Chapter: A timely and thoughtful new chapter on behavioral economics introduces the basics of this field following the material on game theory.
- A Reworked Macro Presentation: The macro offer has been reworked with an expanded discussion of macroeconomic policy and a heavy emphasis on globalization. The AD-AS coverage reverts back to the original presentation in early editions of the book using a graphical and verbal approach, providing a better link among economic theory, real-world behavior, and policymaking.
- Video Offer: 50+ Learning Glass Videos feature 3-5 minute lectures on core topics by the authors utilizing exciting learning glass technology. Application-based Economic Naturalist Videos bring this hallmark feature of the Frank/Bernanke series to life highlighting economic principles in everyday scenarios such as Why do supermarket

checkout lines all tend to be roughly the same length? and Why have the salaries of top earners been growing so much faster than everyone else’s? Videos are accompanied by assessment questions and are assignable in Connect.

- Expanded Problems in Connect: New Connect-Only problems have been added to each chapter, providing more homework and practice opportunities.

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1. Thinking like an Economist
2. Comparative Advantage
3. Supply and Demand

Part Two: Competition and the Invisible Hand

4. Elasticity
5. Demand
6. Perfectly Competitive Supply
7. Efficiency, Exchange, and the Invisible Hand in Action

Part Three: Market Imperfections

8. Monopoly, Oligopoly, and Monopolistic Competition
9. Games and Strategic Behavior
10. An Introduction to Behavioral Economics
11. Externalities, Property Rights, and the Environment
12. The Economics of Information

Part Four: Economics of Public Policy

13. Labor Markets, Poverty, and Income Distribution
14. Public Goods and Tax Policy

Part Five: International Trade

15. International Trade and Trade Policy

Part Six: Macroeconomics: Data and Issues

16. Macroeconomics: The Birds-Eye View of the Economy
17. Measuring Economic Activity: GDP and Unemployment
18. Measuring the Price Level and Inflation

Part Seven: The Economy in the Long Run

19. Economic Growth, Productivity, and Living Standards
20. Workers, Wages, and Unemployment
21. Saving and Capital Formation
22. Money, Prices, and the Federal Reserve
23. Financial Markets and International Capital Flows

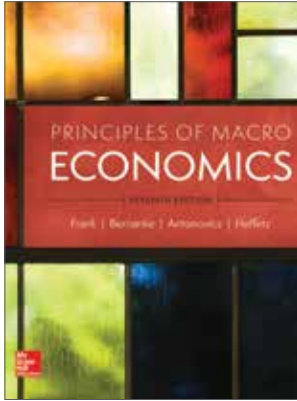
Part Eight: The Economy in the Short Run

24. Short-Term Economic Fluctuations: An Introduction

25. Spending and Output in the Short Run
26. Stabilizing the Economy: The Role of the Fed
27. Aggregate Demand, Aggregate Supply, and Inflation

Part Nine: The International Economy

28. Exchange Rates and the Open Economy



Principles Macroeconomics

Robert H. Frank,
Ben Bernanke,
Kate Antonovics, Ori Heffetz

Edition: 7
2019©
544 Pages
Print: 9781260098792
Connect: 9781260110852

OVERVIEW

Principles of Macroeconomics, 7th Edition, provides a deeper understanding of economics by eliminating overwhelming detail and focusing on seven core principles that are reinforced and illustrated through the text. With engaging questions, explanations and exercises, the authors help students relate economic principles to a host of everyday experiences such as going to the ATM or purchasing airline tickets. Throughout this process, the authors encourage students to become “economic naturalists”: people who employ basic economic principles to understand and explain what they observe in the world around them. With new videos and interactive graphs alongside SmartBook’s adaptive reading experience, the 7th edition enables instructors to spend class time engaging, facilitating, and answering questions instead of lecturing on the basics.

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4. Macroeconomics — The Bird’s-Eye View of the Economy
5. Measuring Economic Activity — GDP and Unemployment
6. Measuring the Price Level and Inflation

Part Three: The Economy in the Long Run

7. Economic Growth, Productivity, and Living Standards
8. Workers, Wages, and Unemployment

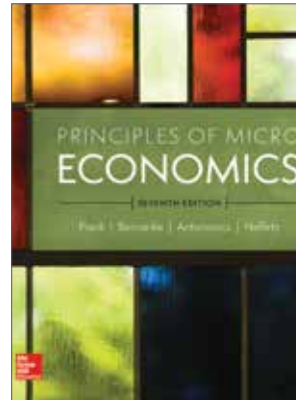
9. Saving and Capital Formation
10. Money, Prices, and the Federal Reserve
11. Financial Markets and International Capital Flows

Part Four: The Economy in the Short Run

12. Short-Term Economics Fluctuations — An Introduction
13. Spending and Output in the Short Run
14. Stabilizing the Economy — The Role of the Fed
15. Aggregate Demand, Aggregate Supply, and Inflation

Part Five: The International Economy

16. International Trade and Trade Policy
17. Exchange Rates and the Open Economy



Principles Microeconomics

Robert H. Frank,
Ben Bernanke,
Kate Antonovics, Ori Heffetz

Edition: 7
2019©
480 Pages
Print: 9781260098808
Connect: 9781260110869

OVERVIEW

Principles of Microeconomics, 7th Edition, provides a deeper understanding of economics by eliminating overwhelming detail and focusing on seven core principles that are reinforced and illustrated through the text. With engaging questions, explanations and exercises, the authors help students relate economic principles to a host of everyday experiences such as going to the ATM or purchasing airline tickets. Throughout this process, the authors encourage students to become “economic naturalists”: people who employ basic economic principles to understand and explain what they observe in the world around them.

With new videos and interactive graphs alongside SmartBook’s adaptive reading experience, the 7th edition enables instructors to spend class time engaging, facilitating, and answering questions instead of lecturing on the basics.

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Part Four: Economics of Public Policy

13. Labor Markets, Poverty, and Income Distribution
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Part Five: International Trade

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The Economy Today

Bradley R. Schiller,
Karen Gebhardt

Edition: 15

2019©

896 Pages

Print: 9781260092905

Connect: 9781260105025

OVERVIEW

The Economy Today is noted for three great strengths: readability, policy orientation, and effective pedagogy. The accessible writing style engages students and brings the excitement of domestic and global economic news into the classroom. Schiller emphasizes how policymakers must choose between government intervention and market reliance to resolve the core issues of what, how, and for whom to produce. These strategic trade-offs are highlighted throughout the full range of micro, macro, and international issues, and every chapter ends with a policy issue that emphasizes the market vs. government dilemma.

The authors teach economics in a relevant context, filling chapters with the real facts and applications of economic life. Schiller is also the only principles text that presents all macro theory in the single consistent context of the AS/AD framework and uniquely

features a full supply-side economics chapter. The Economy Today, 15th edition, is thoroughly integrated with adaptive digital tools and dynamic interactive resources available in Connect—proven to increase student engagement and success.

FEATURES

- Graphing Tool v4.0 — A new and improved graphing experience within Connect provides a modern interface and usability, better check my work experience, and side-by-side feedback in graphing assignments.
- Videos — Assignable “Connect the Dots” videos provide succinct tutorials to help bridge the gap in understanding difficult concepts along with assessment questions to test student knowledge.

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MACRO

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5. National Income Accounting
6. Unemployment
7. Inflation

Part Three: Cyclical Instability

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Appendix: The Keynesian C
10. Self-Adjustment or Instability?

Part Four: Fiscal Policy Tools

11. Fiscal Policy
12. Deficits and Debt

Part Five: Monetary Policy Options

13. Money and Banks
14. The Federal Reserve System
15. Monetary Policy

Part Six: Supply-Side Options

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17. Growth & Productivity — Long-Run Possibilities

Part Seven: Policy Constraints

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MICRO

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- 28. Environmental Protection
- 29. The Farm Problem

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- 30. The Labor Market
- 31. Labor Unions
- 32. Financial Markets

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- 33. Taxes: Equity Versus Efficiency
- 34. Transfer Payments: Welfare and Social Security

INTERNATIONAL**Part Thirteen: International Economics**

- 35. International Trade
- 36. International Finance
- 37. Global Poverty

**The Macro Economy Today**

Bradley R. Schiller,
Karen Gebhardt

Edition: 15
2019©
528 Pages
Print: 9781260098518
Connect: 9781260105179

OVERVIEW

The Macro Economy Today is noted for three great strengths: readability, policy orientation, and effective pedagogy. The accessible writing style engages students and brings the excitement of domestic and global economic news into the classroom. Schiller emphasizes how policymakers must choose between government intervention and market reliance to resolve the core issues of what, how, and for whom to produce. These strategic trade offs are highlighted throughout the full range of micro and international issues, and every chapter ends with a policy issue that emphasizes the markets vs. government dilemma.

The authors teach economics in a relevant context, filling chapters with the real facts and applications of economic life. Schiller is also the only principles text

that presents all macro theory in the single consistent context of the AS/AD framework and uniquely features a full supply-side economics chapter.

The Macro Economy Today, 15th edition, is thoroughly integrated with adaptive digital tools and dynamic interactive resources available in Connect — proven to increase student engagement and success.

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Appendix: Using Graphs

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- 9. Aggregate Demand

Appendix: The Keynesian Cross

- 10. Self-Adjustment or Instability

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- 11. Fiscal Policy
- 12. Deficits and Debt

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- 13. Money and Banks
- 14. The Federal Reserve System
- 15. Monetary Policy

Part Six: Supply-Side Options

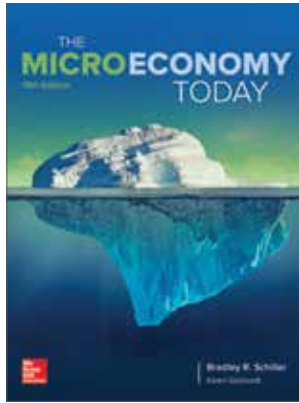
- 16. Supply-Side Policy: Short-Run Options
- 17. Growth and Productivity: Long-Run Possibilities

Part Seven: Policy Constraints

- 18. Theory Versus Reality

INTERNATIONAL**Part Eight: International Economics**

- 19. International Trade
- 20. International Finance
- 21. Global Poverty



The Micro Economy Today

Bradley R. Schiller,
Karen Gebhardt

Edition: 15
2019©
560 Pages
Print: 9781260098532
Connect: 9781260105346

OVERVIEW

The Micro Economy Today is noted for three great strengths: readability, policy orientation, and effective pedagogy. The accessible writing style engages students and brings the excitement of domestic and global economic news into the classroom.

Schiller emphasizes how policymakers must choose between government intervention and market reliance to resolve the core issues of what, how, and for whom to produce. These strategic trade-offs are highlighted throughout the full range of micro international issues, and every chapter ends with a policy issue that emphasizes the markets vs. government dilemma.

The authors teach economics in a relevant context, filling chapters with the real facts and applications of economic life. The Micro Economy Today, 15th edition, is thoroughly integrated with adaptive digital tools and dynamic interactive resources available in Connect — proven to increase student engagement and success.

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Appendix: Indifference Curves

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9. Competitive Markets
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14. Environmental Protection

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16. The Labor Market
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18. Financial Markets

Part Six: Distributional Issues

19. Taxes: Equity Versus Efficiency
20. Transfer Payments: Welfare and Social Security

INTERNATIONAL

Part Seven: International Economics

21. International Trade
22. International Finance
23. Global Poverty

Labor Economics

NEW



Contemporary Labor Economics

Campbell R. McConnell,
Stanley L. Brue, David
Macpherson

Edition: 12
2021©
640 Pages
Print: 9781260570625
Connect: 9781260736502

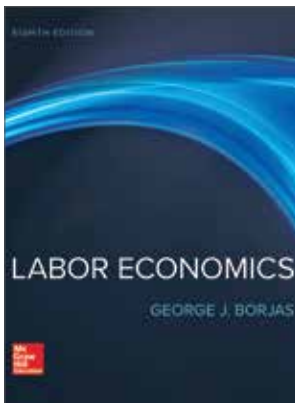
OVERVIEW

Contemporary Labor Economics 12e presents labor economics as an applied field of micro and macro theory, no longer an area tangential to the core of analytical economics, but rather a critical component of that core. In the Twelveth edition, the authors deliver new and updated discussions of public policy issues and coverage of the current economic crisis, while still integrating traditional topics such as labor law, structure of unions, and collective bargaining.

CONTENTS

1. Labor Economics: Introduction and Overview
2. The Theory of Individual Labor Supply
3. Population, Participation Rates, and Hours of Work
4. Labor Quality: Investing in Human Capital
5. The Demand for Labor
6. Wage Determination and the Allocation of Labor
7. Alternative Pay Schemes and Labor Efficiency
8. The Wage Structure
9. Mobility, Migration, and Efficiency
10. Labor Unions and Collective Bargaining

11. The Economic Impact of Unions
12. Government and the Labor Market: Employment, Expenditures, and Taxation
13. Government and the Labor Market: Legislation and Regulation
14. Labor Market Discrimination
15. Job Search: External and Internal
16. The Distribution of Personal Earnings
17. Labor Productivity: Wages, Prices, and Employment
18. Employment and Unemployment
- Appendix: Information Sources in Labor Economics



Labor Economics

George J. Borjas

Edition: 8
2020©
496 Pages
Print: 9781260565522
Connect: 9781260484366

OVERVIEW

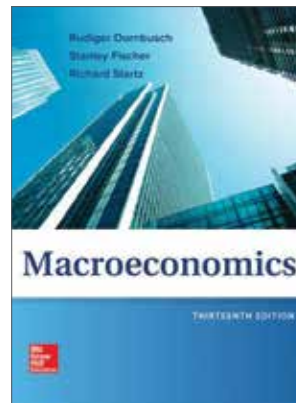
Labor Economics, 8th edition by George J. Borjas provides a modern introduction to labor economics, emphasizing both theory and empirical evidence. The book uses many examples drawn from state-of-the-art studies in labor economics literature.

The author introduces, through examples, methodological techniques that are commonly used in labor economics to empirically test various aspects of the theory. Labor Economics is thoroughly integrated with the adaptive digital tools available in McGraw Hill's Connect, proven to increase student engagement and success in the course.

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1. Introduction to Labor Economics
2. Labor Supply
3. Labor Demand
4. Labor Market Equilibrium
5. Compensating Wage Differentials
6. Education
7. The Wage Distribution
8. Labor Mobility
9. Labor Market Discrimination
10. Labor Unions
11. Incentive Pay
12. Unemployment

Macroeconomics



Macroeconomics

Rudiger Dornbusch,
Stanley Fischer,
Richard Startz

Edition: 13
2018©
Print: 9781259253409
Connect: 9781259868580

OVERVIEW

This book relies on straightforward explanations by emphasizing concepts over technique and fitting difficult material into a larger framework so students can see its relevance in the world. The authors explore state-of-the-art research while allowing for flexibility in how much to emphasize these topics. A balanced approach explains both the potential and limitations of economic policy.

Hallmark features and key changes in the 13th edition include:

- Background and analysis on The Great Recession of 2007-2009 and its aftermath.
- Updates on unemployment and the Federal Reserve including more detailed dives into each topic with current data definitions and context.
- History Speaks and What More Do We Know? boxes callout relevant data and information that further enhance the concepts covered within each chapter.
- Macroeconomics employs a model-based approach to macroeconomic analysis and demonstrates how various models relate to the goal of giving students the capacity to analyze current economic issues in the context of an economic frame of reference.
- A focus on international perspectives helps students understand the important links connecting foreign economies to their own.

CONTENTS

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2. National Income and Accounting
3. Growth and Accumulation
4. Growth and Policy
5. Aggregate Supply and Demand
6. Aggregate Supply and the Phillips Curve
7. Unemployment

8. Inflation
9. Policy Preview
10. Income and Spending
11. Money, Interest, and Income
12. Monetary and Fiscal Policy
13. International Linkages
14. Consumption and Saving
15. Investment Spending
16. The Demand for Money
17. The Fed, Money, and Credit
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22. Inflation and Hyperinflation
23. International Adjustment and Interdependence
24. Advanced Topics

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Part II Interest Rates, Financial Instruments, and Financial Markets

4. Future Value, Present Value, and Interest Rates
5. Understanding Risk
6. Bonds, Bond Prices, and the Determination of Interest Rates
7. The Risk and Term Structure of Interest Rates
8. Stocks, Stock Markets, and Market Efficiency
9. Derivatives: Futures, Options, and Swaps
10. Foreign Exchange

Part III Financial Institutions

11. The Economics of Financial Intermediation
12. Depository Institutions: Banks and Bank Management
13. Financial Industry Structure
14. Regulating the Financial System

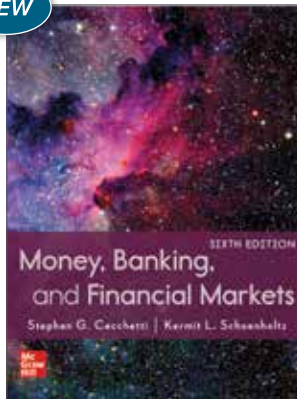
Part IV Central Banks, Monetary Policy, and Financial Stability

15. Central Banks in the World Today
16. The Structure of Central Banks: The Federal Reserve and the European Central Bank
17. The Central Bank Balance Sheet and the Money Supply Process
18. Monetary Policy: Stabilizing the Domestic Economy
19. Exchange Rate Policy and the Central Bank

Part V Modern Monetary Economics

20. Money Growth, Money Demand, and Modern Monetary Policy
21. Output, Inflation, and Monetary Policy
22. Understanding Business Cycle Fluctuations
23. Modern Monetary Policy and the Challenges Facing Central Bankers

NEW



Money, Banking and Financial Markets

Stephen G. Cecchetti, Kermit L. Schoenholtz

Edition: 6

2021©

736 Pages

Print: 9781260571363

Connect: 9781264058686

OVERVIEW

Cecchetti & Schoenholtz's *Money, Banking, and Financial Markets* stays relevant and interesting through the text's unique emphasis on the Five Core Principles, the early introduction of risk, an integrated global perspective, and the integration of FRED data in the text and problem material. By focusing on the big picture via core principles, Cecchetti & Schoenholtz teaches students the rationale for financial rules and institutional structure so that even when the financial system evolves, students' knowledge will not be out of date. Be sure to visit the author blog at www.moneyandbanking.com for short, informed discussions on issues in the news, as well as technical points relevant for instructors and students alike.

Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

Microeconomics

NEW



Managerial Economics & Organizational Architecture

James Brickley, Jr., Clifford W. Smith, Jerold Zimmerman

Edition: 7
2021©
768 Pages
Oct 2020
Print: 9781260571219
Connect: 9781260701340

OVERVIEW

Managerial Economics and Organizational Architecture, 7e helps the student to gain an understanding of the basic tools of economics used to solve important business problems. It also provides an in-depth analysis of the firm and corporate governance topics. The Sixth Edition continues with a focus on decision-making and managerial applications within the structure of an organization.

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1. Introduction
2. Economists' View of Behavior
3. Markets, Organizations, and the Role of Knowledge

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4. Demand
5. Production and Cost
6. Market Structure
7. Pricing with Market Power
8. Economics of Strategy: Creating and Capturing Value
9. Economics of Strategy: Game Theory
10. Incentive Conflicts and Contracts

PART 3: Designing Organizational Architecture

11. Organizational Architecture
12. Decision Rights: The Level of Empowerment
13. Decision Rights: Bundling Tasks into Jobs and Subunits
14. Attracting and Retaining Qualified Employees
15. Incentive Compensation
16. Individual Performance Evaluation
17. Divisional Performance Evaluation

Capstone Case Study on Organizational Architecture: Arthur Andersen LLP

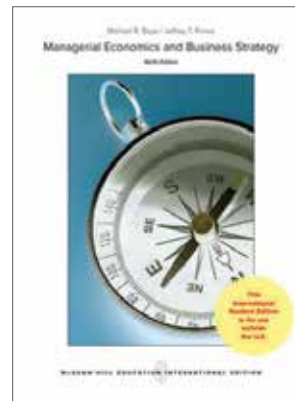
PART 4: Applications of Organizational Architecture

18. Corporate Governance
19. Vertical Integration and Outsourcing

20. Leadership: Motivating Change within Organizations
21. Understanding the Business Environment: The Economics of Regulation
22. Ethics and Organizational Architecture
23. Organizational Architecture and the Process of Management Innovation

Glossary

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Managerial Economics and Business Strategy

Michael Baye, Jeff Prince

Edition: 9
2017©
Print: 9781259251382

OVERVIEW

By teaching managers, the practical utility of basic economic tools such as present value analysis supply and demand regression, indifference curves, isoquants production costs and the basic models of perfect competition, monopoly and monopolistic competition.

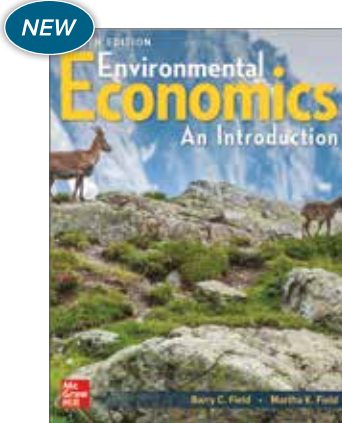
This book retains the emphasis on real-world examples and modern topics along with unique coverage found nowhere else: oligopoly penetration pricing, multistage and repeated games foreclosure, contracting vertical and horizontal integration networks, bargaining predatory pricing principal-agent problems, raising rivals' costs, adverse selection auctions, screening and signaling, search limit pricing and a host of other pricing strategies for firms enjoying market power.

This balanced coverage of traditional and modern microeconomic tools makes it appropriate for a wide variety of managerial economics classrooms.

This 9th edition has been revised to include updated examples and problems, but it retains all the basic content that made previous editions a success. Over 100 new variations of the class-tested problems from the previous edition plus several new end-of-chapter problems.

CONTENTS

1. The Fundamentals of Managerial Economics
2. Market Forces: Demand and Supply
3. Quantitative Demand Analysis
4. The Theory of Individual Behavior
5. The Production Process and Costs
6. The Organization of the Firm
7. The Nature of Industry
8. Managing in Competitive, Monopolistic, and Monopolistically Competitive Markets
9. Basic Oligopoly Models
10. Game Theory: Inside Oligopoly
11. Pricing Strategies for Firms with Market Power
12. The Economics of Information
13. Advanced Topics in Business Strategy
14. A Manager's Guide to Government in the Marketplace Case Study Time Warner Cable



Environmental Economics

Barry C Field, Martha K Field

Edition: 8

2021©

464 Pages

Print: 9781260575491

OVERVIEW

Environmental Economics is an introduction to the basic principles of environmental economics as they have been developed in the past and as they continue to evolve. The examples discussed in this textbook represent only a sample of the full range of issues that actually exists. For this reason, the Eighth Edition sticks to the basic ideas and ways that environmental economists have found to make the basic concepts and models more specific and relevant to concrete environmental issues. The basic structure and sequence of chapters are unchanged but contain new and updated material that reflects the new research efforts by environmental economists over the last few years.

CONTENTS

1. What Is Environmental Economics?
2. The Economy and the Environment
3. Benefits and Costs, Supply and Demand
4. Markets, Externalities, and Public Goods
5. The Economics of Environmental Quality
6. Frameworks of Analysis

7. Benefit–Cost Analysis: Benefits
8. Benefit–Cost Analysis: Costs
9. Criteria for Evaluating Environmental Policies
10. Decentralized Policies: Liability Laws, Property Rights, Voluntary Action
11. Command-and-Control Strategies: The Case of Standards;
12. Incentive-Based Strategies: Environmental Charges and Subsidies
13. Incentive-Based Strategies: Market Trading Systems
14. Federal Water Pollution– Control Policy
15. Federal Air Pollution—Control Policy
16. Federal Policy on Toxic and Hazardous Substances
17. State and Local Environmental Issues
18. Global Climate Change
19. International Environmental Agreements
20. Globalization
21. Economic Development and the Environment



Managerial Economics

Christopher Thomas and S. Charles Maurice

Edition:13

2020©

752 Pages

Print: 9781260565546

Connect: 9781260506303

OVERVIEW

Thomas and Maurice's goal for Managerial Economics is to teach students the economic way of thinking about business decisions and strategy. The 13e continues to develop critical thinking skills and provides students with a logical way of analyzing both the routine decisions of managing daily business operations as well as the longer-run strategic plans that seek to manipulate the actions and reactions of rival firms. Approachable for students even without an economic background.

CONTENTS

Part I Money and the Financial System

1. Managers, Profits, and Markets
2. Demand, Supply, and Market Equilibrium
3. Marginal Analysis for Optimal Decisions
4. Basic Estimation Techniques
5. Theory of Consumer Behavior
6. Elasticity and Demand
7. Demand Estimation and Forecasting

Online Appendix 1: Estimating and Forecasting Industry Demand for Price-Taking Firms

8. Production and Cost in the Short Run
9. Production and Cost in the Long Run
10. Production and Cost Estimation

Online Appendix 2: Linear Programming

11. Managerial Decisions in Competitive Markets
12. Managerial Decisions for Firms with Market Power
13. Strategic Decision Making in Oligopoly Markets
14. Advanced Pricing Techniques

Online Appendix 3: Pricing Multiple Products Related in Production

15. Decisions under Risk and Uncertainty
16. Government Regulation of Business

Appendix: Additional Topics in Demand Theory

5. Applications of Rational Choice and Demand Theories
6. The Economics of Information and Choice Under Uncertainty

Appendix: Search Theory and the Winner's Curse

7. Departures from Standard Rational Choice Models (with and without Regret)

Part 3: The Theory of the Firm and Market Structure

8. Production

Appendix: Mathematical Extensions of Production Theory

9. Costs

Appendix: Mathematical Extensions of the Theory of Costs

10. Perfect Competition
11. Monopoly
12. A Game-Theoretic Approach to Strategic Behavior
13. Oligopoly and Monopolistic Competition

Part 4: Factor Markets

14. Labor

Appendix: The Economics of Workplace Safety

15. Capital

Appendix: A More Detailed Look at Exhaustible Resource Allocation

Part 5: General Equilibrium and Welfare

16. Externalities, Property Rights, and the Coase Theorem
17. General Equilibrium and Market Efficiency
18. Government

Web Chapter: Explaining Tastes: The Importance of Altruism and Other Non Egoistic Behavior

NEW



Microeconomics and Behavior

Robert H.

Edition: 10
2021©

640 Pages

Oct 2020

Print: 9781260575644

Connect: 9781259919497

OVERVIEW

Robert Frank's *Microeconomics and Behavior* covers the essential topics of microeconomics while exploring the relationship between economic analysis and human behavior. Core analytical tools are embedded in a uniquely diverse collection of examples and applications to illuminate the power and versatility of the economic way of thinking. Students are encouraged to become "Economic Naturalists" who see the mundane details of ordinary existence in a sharp new light.

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Part 1: Introduction

1. Thinking Like an Economist
2. Supply and Demand

Appendix: How Do Taxes Affect Equilibrium Prices and Quantities?

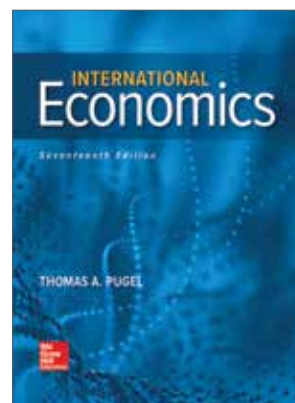
Part 2: The Theory of Consumer Behavior

3. Rational Consumer Choice

Appendix: The Utility Function Approach to the Consumer Budgeting Problem

4. Individual and Market Demand

Special Topics In Economics



International Economics

Thomas Pugel

Edition: 17
2020©

800 Pages

Print: 9781260565539

Connect: 9781260484076

OVERVIEW

International Economics, 17e combines rigorous economic analysis with attention to the issues of economic policy that are alive and important today

in this field. Written in a concise and readable format, Pugel uses economic terminology when enhancing the analysis so that the reader can build their understanding of global economic developments and evaluate proposals for changes in economic policies. The text is informed by current events and includes the latest in applied international research. Like earlier editions, Pugel also places international economics events within a historical framework.

The overall treatment continues to be intuitive rather than mathematical and is strongly oriented towards policy. International Economics is thoroughly integrated with the adaptive digital tools available in McGraw Hill's Connect, proven to increase student engagement and success in the course. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

CONTENTS

1. International Economics Is Different
2. The Basic Theory Using Demand and Supply
3. Why Everybody Trades: Comparative Advantage
4. Trade — Factor Availability and Factor Proportions Are Key
5. Who Gains and Who Loses from Trade?
6. Scale Economies, Imperfect Competition, and Trade
7. Growth and Trade
8. Analysis of a Tariff
9. Non-tariff Barriers to Imports
10. Arguments for and against Protection
11. Pushing Exports
12. Trade Blocs and Trade Blocks
13. Trade and the Environment
14. Trade Policies for Developing Countries
15. Multinationals and Migration: International Factor Movements
16. Payments among Nations
17. The Foreign Exchange Market
18. Foreign Exchange and International Financial Investment
19. What Determines Exchange Rates?
20. Government Policies toward the Foreign Exchange Market
21. International Lending and Financial Crises
22. How Does the Open Macro-economy Work?
23. Internal and External Balance with Fixed Exchange Rates
24. Floating Exchange Rates and Internal Balance
25. National and Global Choices: Floating Rates and the Alternatives



Public Finance, Global Edition

Harvey Rosen, Ted Gayer

Edition: 10

2015©

Print: 9780077154691

OVERVIEW

This book provides the economic tools necessary to analyze government expenditure and tax policies and along the way takes students to the frontiers of current research and policy.

While the information presented is cutting edge and reflects the work of economists currently active in the field the approach makes the text accessible to undergraduates whose only prior exposure to economics is at the introductory level.

The authors' years of policy experience have convinced them that modern public finance provides a practical and invaluable framework for thinking about policy issues. The goal is simple: to emphasize the links between sound economics and the analysis of real-world policy problems.

CONTENTS

Part I Getting Started

1. Introduction
2. Tools of Positive Analysis
3. Tools of Normative Analysis

Part II Public Expenditure: Public Goods and Externalities

4. Public Goods
5. Externalities
6. Political Economy
7. Education
8. Cost-Benefit Analysis

Part III Public Expenditures: Social Insurance and Income Maintenance

9. The Health Care Market
10. Government and the Market for Health Care
11. Social Security
12. Income Redistribution: Conceptual Issues
13. Expenditure Programs for the Poor

Part IV Framework for Tax Analysis

14. Taxation and Income Distribution
15. Taxation and Efficiency
16. Efficient and Equitable Taxation

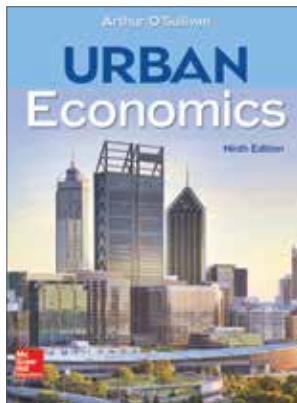
Part V The United States Revenue System

17. The Personal Income Tax
18. Personal Taxation and Behavior
19. The Corporation Tax
20. Deficit Finance
21. Fundamental Tax Reform: Taxes on Consumption and Wealth

Part VI Multigovernment Public Finance

22. Public Finance in a Federal System

Appendix

**Urban Economics**

Arthur O'Sullivan

Edition: 9

2019©

464 Pages

Print: 9781260084498

OVERVIEW

Over the course of two decades, *Urban Economics* has achieved a worldwide audience, and has been translated into Chinese, Greek, Russian, and Korean. Like the eight previous editions, this edition provides a clear and concise presentation of the economic forces that:

- Cause the development of cities
- Determine the spatial form of cities
- Cause urban economies to grow or shrink
- Generate urban problems such as poverty, crime, and congestion
- Make the market for urban housing unique and
- Shape the tax and spending policies of local governments

In addition to developing the basic concepts of urban economics, the book uses economic analysis to evaluate the merits of policies designed to address our most vexing urban problems.

FEATURES

- New and expanded chapters on urban housing, distribution of jobs and people, land rent and manufacturing land use, and the urban labor market.
- Clear organization in 5 parts with a greater emphasis on housing and how land is used by the people who live and work there.
- Part I introduces the key concepts of urban economics, which provide a foundation for economic analysis throughout the book.

- End-of-Chapter Exercises give students the opportunity to test their mastery of the material and extend the analysis.

CONTENTS**Part One: Introduction and Key Concepts**

1. Introduction
2. Key Concepts of Urban Economics

Part Two: Market Forces in the Development of Cities

3. Trading and Factory Towns
4. Agglomeration Economies
5. Where Do Cities Develop?
6. Consumer Cities and Central Place Theory
7. Cities in a Regional Economy
8. The Urban Labor Market
9. The First Cities

Part Three: Urban Land Use and Housing

10. Land Rent and Manufacturing Land Use
11. Office Space and Tall Buildings
12. Housing Prices and Residential Land Use
13. Distribution of Jobs and People
14. The Monocentric City and Urban General Equilibrium
15. Neighborhoods
16. Land Policy
17. Urban Housing

Part Four: Urban Transportation

18. Cars and Roads
19. Public Transit

Part Five: Local Government, Education, and Crime

20. Role of Local Government
21. Local Government Revenue
22. Education
23. Crime
24. Models of Microeconomics

ENTREPRENEURSHIP AND SMALL BUSINESS

NEW



Entrepreneurial Small Business

Jerome Katz, Richard Green

Edition: 6

2021©

784 Pages

Print: 9781260570359

Connect: 9781260676679

OVERVIEW

The third edition delivers core economic concepts along with exciting new ideas in economic thought and strives to keep students engaged by confronting issues that are important in the world. This text combines a familiar curriculum with material from new research and applied areas such as finance, behavioral economics, and the political economy. Students and faculty will find content that breaks down barriers between what takes place in the classroom and what happens in our nation and our world, with applications that are driven by empirical evidence, data, and research.

CONTENTS

Part One Entrepreneurs and Ideas: The Basis of Small Business

1. Small Business: Its Opportunities and Rewards
2. Small Business Entrepreneurs: Characteristics and Competencies
3. Small Business Environment: Managing External Relations
4. Small Business Ideas: Creativity, Opportunity, and Feasibility

Part Two Small Business Paths and Plans

5. Small Business Entry: Paths to Part-Time Entrepreneurship
6. Small Business Entry: Paths to Full-Time Entrepreneurship
7. Small Business Strategies: Imitation with a Twist
8. Business Plans: Seeing Audiences and Your Business Clearly

Part Three Marketing in the Small Business

9. Small Business Marketing: Product and Pricing Strategies
10. Small Business Promotion: Capturing the Eyes of Your Market
11. Small Business Pricing, Distribution, and Location

Part Four Cash, Accounting, and Finance in the Small Business

12. Small Business Accounting: Projecting and Evaluating Performance
13. Cash: Lifeblood of the Business
14. Small Business Finance: Using Equity, Debt, and Gifts
15. Assets: Inventory and Operations Management
16. Small Business Protection: Risk Management and Insurance

Part Five Management and Organization in the Small Business

17. Legal Issues: Recognizing Your Small Business Needs
18. Human Resource Management: Small Business Considerations



Entrepreneurship

Robert D. Hisrich,
Michael Peters,
Dean A. Shepherd

Edition: 11

2020©

608 Pages

Print: 9781260565621

Connect: 9781260564129

OVERVIEW

Entrepreneurship by Robert Hisrich Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating planning and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner.

Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts.

FEATURES

- Each chapter begins with learning objectives and a profile of an entrepreneur whose career is especially relevant to the chapter material.
- Numerous business examples occur throughout each chapter along with important websites to assist the reader in getting started.
- Boxed summaries of articles in the news illustrate the chapter discussions and Ethics boxes discussing ethical issues are found in all the chapters

CONTENTS**Part One: The Entrepreneurial Perspective**

1. The Entrepreneurial Mind-Set
2. Corporate Entrepreneurship
3. Generating and exploring new entries

Part Two: From Idea to The Opportunity

4. Creativity and the Business Idea
5. Identifying and Analyzing Domestic and International Opportunities
6. Protecting the Idea and Other Legal Issues for the Entrepreneur

Part Three: From The Opportunity to The Business Plan

7. The Business Plan: Creating and Starting the Venture
8. The Marketing Plan
9. The Organizational Plan
10. The Financial Plan

Part Four: From The Business Plan to Funding The Venture

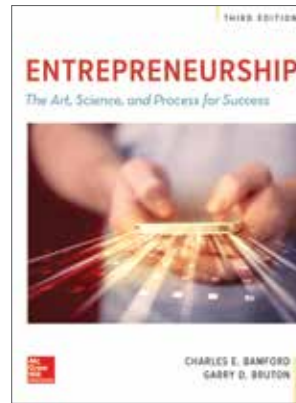
11. Sources of Capital
12. Informal Risk Capital, Venture Capital, and Going Public

Part Five: From Funding The Venture to Launching, Growing, and Ending The New Venture

13. Strategies for growth and managing implications of growth
14. Accessing resources for growth from external sources
15. Succession Planning and Strategies for Harvesting and Ending the Venture

Part Six: Cases

- Case 1 — Turner Test Prep Co.
- Case 2 — Jim Boothe, The Inventor
- Case 3 — A. Monroe Lock and Security Systems
- Case 4 — Beijing Sammies
- Case 5 — Intelligent Leisure Solutions
- Case 6 — The Beach Carrier
- Case 7 — Gourmet to Go
- Case 8 — The Grill Kleen Corporation
- Case 9 — Masi Technology
- Case 10 — Neomed Technologies
- Case 11 — Maya LLC
- Case 12 — Nature Bros Ltd.
- Case 13 — Amy's Bread
- Case 14 — Supply Dynamics
- Case 15 — Datavantage Corporation
- Case 16 — Tire Valet: A Mobile Tire Company

**Entrepreneurship:
The Art, Science and
Process for Success**

Charles E. Bamford,
Garry D. Bruton

Edition: 3
2019©
368 Pages
Print: 9781260085365
Connect: 9781260166668

OVERVIEW

Entrepreneurship: The Art, Science and Process for Success, emphasizes three core tenets necessary to start an entrepreneurial venture: The Art of turning an entrepreneurial venture into a success. The Science of practice as the heart of starting and running a successful entrepreneurial venture. The Process that tie these two areas together into a coherent and organized business. With its adaptive learning tools, students learn the art, science, and process of designing, starting, and managing a small business.

Through its real-world approach, students are placed in the roles of a financial analyst, marketer, and business owners, and think critically to develop their plan to survive in the ever-changing business world. Rather than have a chapter on designing a building a plan, the authors built the entire book around it so that at the end of the course the students will have crafted their own business plans.

FEATURES

- Business Plan Development Questions — in every chapter. The goal of these questions is to turn the material in the chapter into actions for the business plans being developed by the students. Also, both Individual and Group Exercise sections have been added to help students develop their entrepreneurial skills individually as well as within a group.
- Fourteen MiniCases are now included at the end of the text. Each case is based on interviews by the authors and provides context and entrepreneurial advice simply not available in any other text.

CONTENTS**Part One: Laying the Groundwork for Small Business**

1. The Twenty-First Century Entrepreneur
2. Individual Leadership & Entrepreneurial Start-Ups
3. Business Idea Generation and Initial Evaluation

Part Two: Due Diligence on the Business Idea

4. External Analysis

5. Business Mission and Strategy
6. Analyzing Cash Flow and Other Financial Information

Part Three: Establishing the Business

7. Financing and Accounting
8. Business and Financial Analysis
9. Legal Issues with a New Business

Part Four: Building the Business

10. Human Resources Management
11. Marketing
12. Establishing Operations

Part Five: Important Issues for Entrepreneurs

13. Exit/Harvest/Turnaround
14. Franchising and Purchasing an Existing Business

Part Six: Mini Cases

affecting businesses such as new data from the Center for Family Business, and a conversation on why businesses do not survive succeeding generations in chapter 2. Insight on S Corporation Tax Returns are highlighted in Chapter 3, coverage of global franchises in Chapter 5, updates on OSHA Emergency Action Plans in Chapter 10, and how the Affordable Care Act is working in Chapter 16.

CONTENTS

Part 1: The Dynamic Role of Small Business

1. Starting Your Small Business
2. Family-Owned Businesses
3. Forms of Ownership of Small Businesses
4. Maintaining Good Government Relations and Business Ethics

Part 2: How to Plan and Organize a Business

5. Create, Buy, or Franchise a Small Business
6. Planning, Organizing, and Managing a Small Business
7. How to Obtain the Right Financing for Your Business

Part 3: How to Market Goods and Services

8. Developing Marketing Strategies
9. Promoting and Distributing

Part 4: How to Organize, Manage, and Operate the Business

10. How to Obtain and Manage Human Resources and Diversity in Small Companies
11. How to Maintain Relationships with Your Employees and Their Representatives
12. Obtaining and Laying Out Operating Facilities
13. Purchasing, Inventory, and Quality Control

Part 5: Basic Financial Planning and Control

14. Basic Financial Planning
15. Budgeting and Controlling Operations and Taxes
16. Risk Management, Insurance, and Crime Prevention



Small Business Management: An Entrepreneur's Guidebook

Mary Jane Byrd

Edition: 8

2018©

Print: 9781260083668

Connect: 9781259865633

OVERVIEW

The author takes a practical and down-to-earth approach to planning organizing and running a small business. While employing current research and theory its pragmatic “how-to” perspective illustrates many practical examples and applications from the business world.

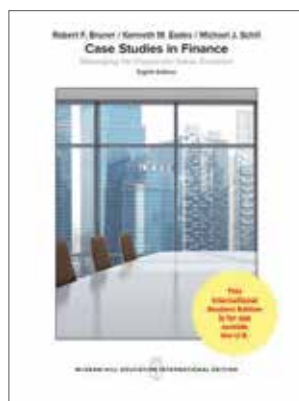
It explains how to achieve optimum benefits from the limited resources available to small firms as well as how to plan for growth and succession in a business. It also explores arguments both for and against owning a small business.

FEATURES

- Social Media Coverage — The 8th edition highlights proper use of social media in selecting advertising media in Chapter 9, and Chapter 8 profiles Hummingbird Ideas, which discusses the role of technology and social media in this innovative conceptual design and advertising studio.
- Updated Concepts — The 8th edition reflects the latest business practices and other developments

FINANCE

Cases In Finance



Case Studies in Finance

**Robert Bruner,
Kenneth Eades, Michael
Schill**

Edition: 8

2018©

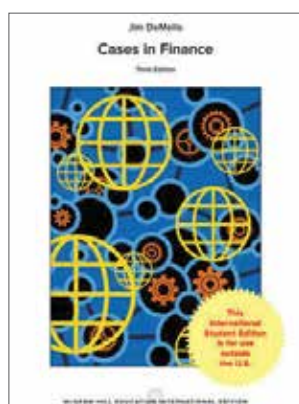
Print: 9781260083262

OVERVIEW

This book links managerial decisions to capital markets and the expectations of investors. At the core of almost all of the cases is a valuation task that requires students to look to financial markets for guidance in resolving the case problem.

The focus on value helps managers understand the impact of the firm on the world around it. These cases also invite students to apply modern information technology to the analysis of managerial decisions.

The cases may be taught in many different combinations. The eight-part sequence indicated by the table of contents relates to course designs used at the authors' schools. Each part of the casebook suggests a concept module with a particular orientation.



Cases in Finance

Jim DeMello

Edition: 3

2018©

Print: 9781260083620

OVERVIEW

This is a book of hypothetical cases written to give students real examples of key finance concepts.

Each case is 3-4 pages in length and concludes with questions and problems that walk students through

calculations and critical analysis of the case to help them make business decisions. In addition to teaching notes and spreadsheet files, PowerPoint slides linked to the spreadsheets will now be available to instructors.

CONTENTS

1. Financial Statements, Cash Flows and Taxes — Ultra Cable Corporation
2. Analyzing Financial Statements — Are We Getting Too Big For Our Boots?
3. DuPont Analysis — Playing the Numbers Game!
4. Financial Forecasting — Growing Pains
5. Financial Analysis and Forecasting — There's More to Us Than Meets the Eye!
6. Time Value of Money — Lottery Winnings: Looks Can Be Deceptive!
7. Retirement Planning — It's Better Late than Never!
8. Loan Amortization: Paying Off That Dream House
9. Bond Analysis and Valuation — Corporate Bonds: They Are More Complex Than You Think
10. Valuation of Common Stock — What Are We Really Worth?
11. Estimating Cash Flow — New Project Analysis: The Lawn Robot — Is It Really Worth It?
12. Capital Budgeting — Too Hot To Handle!
13. Real Options and Capital Budgeting — I Wish I Had a Crystal Ball
14. Divisional Costs of Capital — We Are Not All Alike!
15. Marginal Cost of Capital and Capital Budgeting — Where Do We Draw The Line?
16. Economic Value Added (EVA) — EVA: Does It Really Work?
17. Evaluating Project Risk — It's Better to Be Safe Than Sorry!
18. Debt versus Equity Financing — Look Before You Leverage!
19. Bankruptcy and Reorganization — Is It Worth More Dead or Alive?
20. Dividend Policy — Is It Much Ado About Nothing?
21. Cash Budgeting — The Elusive Cash Balance
22. International Capital Budgeting — Will It Be Worthwhile to Venture?
23. Hedging with Derivatives — When in Doubt, Hedge!
24. Valuing Corporate Acquisitions — Made for Each Other
25. Lease Versus Buy Analysis — Why Buy It When You Can Lease It?

Corporate Finance



Analysis for Financial Management

Robert C. Higgins

Edition: 12

2019©

464 Pages

Print: 9781260091915

Connect: 9781260129663

OVERVIEW

Analysis for Financial Management, 12e presents standard techniques and modern developments in a practical and intuitive manner with an emphasis on the managerial applications of financial analysis. It is intended for non-financial managers and business students interested in the practice of financial management.

CONTENTS

Part One: Assessing the Financial Health of the Firm

1. Interpreting Financial Statements
2. Evaluating Financial Performance

Part Two: Planning Future Financial Performance

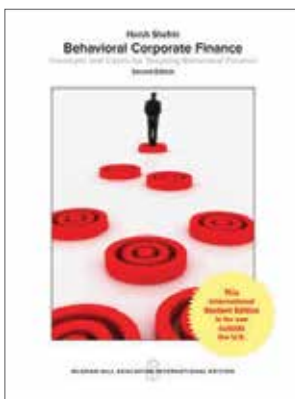
3. Financial Forecasting
4. Managing Growth

Part Three: Financing Operations

5. Financial Instruments and Markets
6. The Financing Decision

Part Four: Evaluating Investment Opportunities

7. Discounted Cash Flow Techniques
8. Risk Analysis in Investment Decisions
9. Business Valuation and Corporate Restructuring



Behavioural Corporate Finance

Hersh Shefrin

Edition: 2

2018©

Print: 9781259254864

OVERVIEW

This text provides instructors with a comprehensive pedagogical approach for teaching students how behavioral concepts apply to corporate finance.

The primary goal is to identify the key psychological obstacles to value maximizing behavior along with steps that managers can take to mitigate the effects of these obstacles.

FEATURES

- New Chapter 1 (Behavioral Foundations) — This chapter introduces the psychological foundations in depth. As a result, instructors no longer need to rely on online Additional Resources for this material.
- New Chapter 13 (Investments) — This chapter extends the discussion from the application of behavioral concepts to corporate finance alone to their application to investments. As a result, the book can be used to teach dedicated courses in behavioral finance, not just corporate finance.

CONTENTS

1. Behavioral Foundations
2. Introduction to Behavioral Analysis
3. Valuation
4. Capital Budgeting
5. Inefficient Markets and Corporate Decisions
6. Perceptions about Risk and Return
7. Capital Structure
8. Dividend Policy
9. Agency Conflicts and Corporate Governance
10. Mergers and Acquisitions
11. Financial Management and Group Process



Corporate Finance

Stephen A. Ross,
Randolph W. Westerfield,
Jeffrey Jaffe,
Bradford D. Jordan

Edition: 12

2019©

1040 Pages

Print: 9781260091878

Connect: 9781260129878

OVERVIEW

Corporate Finance emphasizes the modern fundamentals of the theory of finance, while providing contemporary examples to make the theory come to life. The authors aim to present corporate finance

as the working of a small number of integrated and powerful intuitions, rather than a collection of unrelated topics.

They develop the central concepts of modern finance: arbitrage, net present value, efficient markets, agency theory, options, and the trade-off between risk and return, and use them to explain corporate finance with a balance of theory and application.

The 12th Edition includes many exciting new research findings as well as the incorporation of the Tax Cuts and Jobs Act (TCJA) throughout the text. Connect is proven to deliver better results for students and instructors. Proven content integrates seamlessly with enhanced digital tools to create a personalized learning experience that provides students with precisely what they need, when they need it.

FEATURES

- **Corporate tax** — The new, flat-rate 21 percent corporate rate is discussed and compared to the old progressive system. The new rate is used throughout the text in examples and problems. Entities other than C corporations still face progressive taxation, so the discussion of marginal versus average tax rates remains relevant and is retained.
- **Limitations on interest deductions** — The amount of interest that may be deducted for tax purposes is limited. Interest that cannot be deducted can be carried forward to future tax years.
- **Carrybacks** — Net operating loss (NOL) carrybacks have been eliminated and NOL carryforward deductions are limited in any one tax year.

With the 12th edition, the authors have also included coverage of:

- Inversions
- Negative interest rates
- NYSE market operations
- Direct listings and cryptocurrency initial coin offerings (ICOs)
- Regulation CF
- Brexit
- Repatriation
- Changes in lease accounting

CONTENTS

Part One: Overview

1. Introduction to Corporate Finance
2. Financial Statements and Cash Flow
3. Financial Statements Analysis & Financial Models

Part Two: Valuation and Capital Budgeting

4. Discounted Cash Flow Valuation
5. Net Present Value and Other Investment Rules
6. Making Capital Investment Decisions
7. Risk Analysis, Real Options, and Capital Budgeting
8. Interest Rates and Bond Valuation
9. Stock Valuation

Part Three: Risk

10. Lessons from Market History
11. Return, Risk, and the Capital Asset Pricing Model (CAPM)
12. An Alternative View of Risk and Return: The Arbitrage Pricing Theory
13. Risk, Cost of Capital, and Valuation

Part Four: Capital Structure and Dividend Policy

14. Efficient Capital Markets and Behavioral Challenges
15. Long-Term Financing
16. Capital Structure — Basic Concepts
17. Capital Structure — Limits to the Use of Debt
18. Valuation and Capital Budgeting for the Levered Firm
19. Dividends and Other Payouts

Part Five: Long-Term Financing

20. Raising Capital
21. Leasing

Part Six: Options, Futures, and Corporate Finance

22. Options and Corporate Finance
23. Options and Corporate Finance — Extensions and Applications
24. Warrants and Convertibles
25. Derivatives and Hedging Risk

Part Seven: Short-Term Finance

26. Short-Term Finance and Planning
27. Cash Management
28. Credit and Inventory Management

Part Eight: Special Topics

29. Mergers, Acquisitions, and Divestitures
30. Financial Distress
31. International Corporate Finance

NEW



Corporate Finance: Core Principles and Applications

Stephen Ross,
Randolph Westerfield,
Jeffrey Jaffe, Bradford Jordan

Edition: 6
2021©
736 Pages
Print: 9781260571127
Connect: 9781260394702

OVERVIEW

Corporate Finance: Core was developed for the graduate (MBA) level as a concise, up-to-date, and to-the-point product, the majority of which can be realistically covered in a single term or course.; To achieve the objective of reaching out to the many different types of students and the varying course settings, corporate finance is distilled down to its core, while maintaining a decidedly modern approach. Purely theoretical issues are downplayed, and the use of extensive and elaborate calculations is minimized to illustrate points that are either intuitively obvious or of limited practical use. The goal was to focus on what students really need to carry away from a principles course. A balance is struck by introducing and covering the essentials, while leaving more specialized topics to follow-up courses. Net present value is treated as the underlying and unifying concept in corporate finance. Every subject covered is firmly rooted in valuation, and care is taken throughout to explain how particular decisions have valuation effects. Also, the role of the financial manager as decision maker is emphasized, and the need for managerial input and judgment is stressed.

FEATURES

- There are several twists and turns to the calculation of the firm's weighted average cost of capital. Because the weighted average cost of capital is the most important benchmark we use for capital budgeting and represents a firm's "opportunity cost," its calculation is critical. We update our estimates of Eastman Chemical's cost of capital using readily available data from the internet to distinguish the nuances of this calculation.
- Chapter 16 Dividends and Other Payouts updates the record of earnings, dividends, and repurchases for large U.S. firms. The recent trends show repurchases far outpacing dividends in firm payout policy. Because firms may use dividends or repurchases to pay out cash to equity investors,

the recent importance of repurchases suggests a changing financial landscape.

- Chapter 15 Capital Structure: Limits to the Use of Debt explores this new research and incorporates it into our discussion of Capital Structure.
- Given the importance of debt in most firms' capital structure, it is a mystery that many firms use no debt. There is new and exciting research of this "no debt" behavior that sheds new light on how firms make actual capital structure decisions.
- Chapter 10 Risk and Return: Lessons from Market History updates and internationalizes our discussion of historical risk and return. With updated historical data, our estimates of the equity risk premium are on stronger footing and our understanding of the capital market environment is heightened.
- The Tax Cuts and Jobs Act of 2017 is incorporated throughout. This major legislation covers many aspects of corporate finance, including (but not limited to): corporate tax, bonus depreciation, limitation on interest deductions.

CONTENTS

PART ONE: Overview

1. Introduction to Corporate Finance
2. Financial Statements and Cash Flow
3. Financial Statements Analysis and Financial Models

PART TWO: Valuation and Capital Budgeting

4. Discounted Cash Flow Valuation
5. Interest Rates and Bond Valuation
6. Stock Valuation
7. Net Present Value and Other Investment Rules
8. Making Capital Investment Decisions
9. Risk Analysis, Real Options, and Capital Budgeting

PART THREE: Risk and Return

10. Risk and Return: Lessons from Market History
11. Return and Risk: The Capital Asset Pricing Model (CAPM)
12. Risk, Cost of Capital, and Valuation

PART FOUR: Capital Structure and Dividend Policy

13. Efficient Capital Markets and Behavioral Challenges
14. Capital Structure: Basic Concepts
15. Capital Structure: Limits to the Use of Debt
16. Dividends and Other Payouts

PART FIVE: Special Topics

17. Options and Corporate Finance
18. Short-Term Finance and Planning
19. Raising Capital
20. International Corporate Finance
21. Mergers and Acquisitions (web only)



Essentials of Corporate Finance

Stephen M. Ross,
Randolph W. Westerfield,
Bradford D. Jordan

Edition: 10
2020©
704 Pages
Print: 9781260565560
Connect: 9781260394702

OVERVIEW

Essentials of Corporate Finance is written to convey the most important concepts and principles of corporate finance at a level that is approachable for a wide audience. The authors retain their modern approach to finance but have distilled the subject down to the essential topics in 18 chapters. They believe that understanding the “why” is just as important if not more so than understanding the “how” especially in an introductory course.

CONTENTS

Part One: Overview of Financial Management

1. Introduction to Financial Management

Part Two: Understanding Financial Statements and Cash Flow

2. Financial Statements, Taxes, and Cash Flow
3. Working with Financial Statements

Part Three: Valuation of Future Cash Flows

4. Introduction to Valuation: The Time Value of Money
5. Discounted Cash Flow Valuation

Part Four: Valuing Stocks and Bonds

6. Interest Rates and Bond Valuation
7. Equity Markets and Stock Valuation

Part Five: Capital Budgeting

8. Net Present Value and Other Investment Criteria
9. Making Capital Investment Decisions

Part Six: Risk and Return

10. Some Lessons from Capital Market History
11. Risk and Return

Part Seven: Long-Term Financing

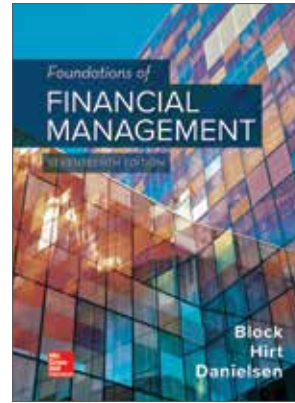
12. Cost of Capital
13. Leverage and Capital Structure
14. Dividends and Dividend Policy
15. Raising Capital

Part Eight: Short-Term Financial Management

16. Short-Term Financial Planning
17. Working Capital Management

Part Nine: Topics in Business Finance

18. International Aspects of Financial Management



Foundations of Financial Management

Stanley B. Block,
Geoffrey A. Hirt,
Bartley Danielsen

Edition: 17
2019©
768 Pages
Print: 9781260290813
Connect: 9781260203912

OVERVIEW

Foundations of Financial Management has built a loyal following due to its strong real-world emphasis, clear writing style, and step-by-step explanations that simplify difficult concepts. The text focuses on the “nuts and bolts” of finance with clear and thorough treatment of concepts and applications. In addition to completing the revisions, Block, Hirt, and Danielsen also revise all end of chapter problems and complete the solutions themselves. The authors know what works and what doesn’t work for students, and they have consistently maintained a product that is responsive to the demands of the marketplace.

CONTENTS

Part One: Introduction

1. The Goals and Activities of Financial Management

Part Two: Financial Analysis and Planning

2. Review of Accounting
3. Financial Analysis
4. Financial Forecasting
5. Operating and Financial Leverage

Part Three: Working Capital Management

6. Working Capital and the Financing Decision
7. Current Asset Management
8. Sources of Short-Term Financing

Part Four: The Capital Budgeting Process

9. The Time Value of Money
10. Valuation and Rates of Return
11. Cost of Capital
12. The Capital Budgeting Decision
13. Risk and Capital Budgeting

Part Five: Long-Term Financing

14. Capital Markets
15. Investment Banking — Public and Private Placement
16. Long-Term Debt and Lease Financing
17. Common and Preferred Stock Financing
18. Dividend Policy and Retained Earnings
19. Convertibles, Warrants and Derivatives

Part Six: Expanding the Perspective of Corporate Finance

20. External Growth through Mergers
21. International Financial Management



Fundamentals of Corporate Finance

Richard A. Brealey,
Stewart C. Myers,
Alan J. Marcus

Edition: 10
2020©
768 Pages
Print: 9781260566093
Connect: 9781260703887

OVERVIEW

Fundamentals of Corporate Finance provides students with a solid framework of theory and application to use well after they complete the course. This author team is known for their outstanding research teaching efforts and world-renowned finance textbooks so it's no surprise that they provide clear exposition of difficult material without sacrificing up-to-date technically correct treatments. And with the Tenth Edition McGraw Hill's Connect® empowers students by continually adapting to deliver precisely what they need when they need it and how they need it so your class time is more engaging and effective.

CONTENTS

Part One: Introduction

1. Goals and Governance of the Corporation
2. Financial Markets and Institutions
3. Accounting and Finance

Part Two: Value

1. Measuring Corporate Performance
2. The Time Value of Money
3. Valuing Bonds
4. Valuing Stocks
5. Net Present Value and Other Investment Criteria
6. Using Discounted Cash-Flow Analysis to Make Investment Decisions
7. Project Analysis

Part Three: Risk

8. Introduction to Risk, Return, and the Opportunity Cost of Capital
9. Risk, Return, and Capital Budgeting
10. The Weighted-Average Cost of Capital and Company Valuation

Part Four: Financing

11. Introduction to Corporate Financing
12. How Corporations Raise Venture Capital and Issue Securities

Part Five: Debt and Payout Policy

13. Debt Policy
14. Payout Policy

Part Six: Financial Analysis and Planning

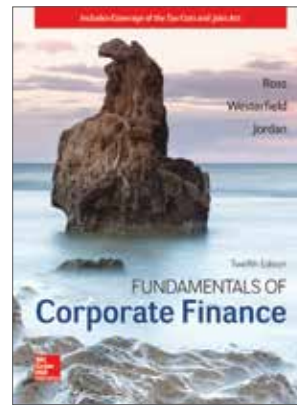
15. Long-Term Financial Planning
16. Short-Term Financial Planning
17. Working Capital Management

Part Seven: Special Topics

18. Mergers, Acquisitions, and Corporate Control
19. International Financial Management
20. Options
21. Risk Management

Part Eight: Conclusion

22. What We Do and Do Not Know about Finance



Fundamentals of Corporate Finance

Stephen A. Ross,
Randolph W. Westerfield,
Bradford D. Jordan

Edition: 12
2019©
1008 Pages
Print: 9781260091908
Connect: 9781260129885

OVERVIEW

Corporate Finance emphasizes the modern fundamentals of the theory of finance, while providing contemporary examples to make the theory come to life. The authors aim to present corporate finance as the working of a small number of integrated and powerful intuitions, rather than a collection of unrelated topics. They develop the central concepts of modern finance: arbitrage, net present value, efficient markets, agency theory, options, and the trade-off between risk and return, and use them to explain corporate finance with a balance of theory and application.

FEATURES

- **Corporate Tax.** The new, flat-rate 21 percent corporate rate is discussed and compared to the old progressive system. The new rate is used throughout the text in examples and problems. Entities other than C corporations still face progressive taxation, so the discussion of marginal versus average tax rates remains relevant and is retained.

- Limitations on interest deductions. The amount of interest that may be deducted for tax purposes is limited. Interest that cannot be deducted can be carried forward to future tax years.
- Carrybacks. Net operating loss (NOL) carrybacks have been eliminated and NOL carryforward deductions are limited in any one tax year. @With the 12th edition, the authors have also included coverage of:
 - Inversions
 - Negative interest rates
 - NYSE market operations
 - Direct listings and cryptocurrency initial coin offerings (ICOs)
 - Regulation CF
 - Brexit
 - Repatriation
 - Changes in lease accounting
- In addition, each chapter has been updated and, where relevant, “internationalized”. The authors tried to capture the excitement of corporate finance with current examples, chapter vignettes, and openers. Spreadsheet applications are spread throughout.

CONTENTS

Part One: Overview of Corporate Finance

1. Introduction To Corporate Finance
2. Financial Statements, Taxes, and Cash Flow

Part Two: Financial Statements and Long-Term Financial Planning

3. Working With Financial Statements
4. Long-Term Financial Planning and Growth

Part Three: Valuation of Future Cash Flows

5. Introduction to Valuation:
The Time Value of Money
6. Discounted Cash Flow Valuation
7. Interest Rates and Bond Valuation
8. Stock Valuation

Part Four: Capital Budgeting

9. Net Present Value and Other Investment Criteria
10. Making Capital Investment Decisions
11. Project Analysis and Evaluation

Part Five: Risk and Return

12. Some Lessons from Capital Market History
13. Return, Risk, and the Security Market Line

Part Six: Cost of Capital and Long-Term Financial Policy

14. Cost of Capital
15. Raising Capital
16. Financial Leverage and Capital Structure Policy
17. Dividends and Payout Policy

Part Seven: Short-Term Financial Planning and Management

18. Short-Term Finance and Planning
19. Cash and Liquidity Management
20. Credit and Inventory Management

Part Eight: Topics in Corporate Finance

21. International Corporate Finance
22. Behavioral Finance — Implications for Financial Management
23. Enterprise Risk Management
24. Options and Corporate Finance
25. Option Valuation
26. Mergers and Acquisitions
27. Leasing



M: Finance

Marcia Millon Cornett,
Troy Adair, John Nofsinger

Edition: 4

2019©

464 Pages

Print: 9781260091922

Connect: 9781260128420

OVERVIEW

M: Finance features concise chapters that lead students to crucial material by emphasizing core concepts, key research, and current topics. Personal examples in the text explain the concepts’ relevance to students’ lives, increasing their motivation to learn more. Because finance focuses on problem solving and decision making, this text includes numerous exercises that target a variety of learning styles.

FEATURES

Based on feedback from users and reviewers, the author team undertook an ambitious revision in order to make the book follow teaching strategies even more closely. Overall changes to the 4th edition include,

- Simplified figures where appropriate and added captions to emphasize the main “takeaways”.
- Updated data, company names, and scenarios to reflect latest available data and real-world changes.
- Cross-referenced numbered examples with similar end-of-chapter problems and self-test problems so students can easily model their homework.

- Updated the numbers in the end-of-chapter problems to provide variety and limit the transfer of answers from previous classes.

CONTENTS

Part One: Introduction

1. Introduction to Financial Management

Part Two: Financial Statements

2. Reviewing Financial Statements
3. Analyzing Financial Statements

Part Three: Valuing of Future Cash Flows

4. Time Value of Money 1 — Analyzing Single Cash Flows
5. Time Value of Money 2 — Analyzing Annuity Cash Flows

Part Four: Valuing of Bonds and Stocks

6. Understanding Financial Markets & Institutions
7. Valuing Bonds
8. Valuing Stocks

Part Five: Risk and Return

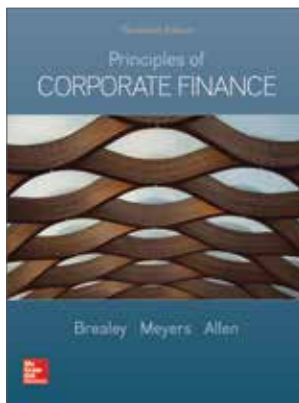
9. Characterizing Risk and Return
10. Estimating Risk and Return

Part Six: Capital Budgeting

11. Calculating the Cost of Capital
12. Estimating Cash Flows on Capital Budgeting Projects
13. Weighing Net Present Value and Other Capital Budgeting Criteria

Part Seven: Working Capital Management and Financial Planning

14. Working Capital Management and Policies



Principles of Corporate Finance

Richard A. Brealey,
Stewart C. Myers,
Franklin Allen

Edition: 13
2020©
992 Pages
Print: 9781260565553
Connect: 9781260465112

OVERVIEW

The integrated solutions for Brealey's Principles of Corporate Finance have been specifically designed to help improve student performance meaning that students are prepared for class and can successfully solve problems and analyse the results. Resources within Connect Finance provide unlimited opportunities for students to practice solving financial problems and apply what they've learned.

Brealey's world-leading content showing managers how to use financial theory to solve practical problems combined with a complete digital solution will help students achieve higher outcomes in the course.

CONTENTS

Part One: Value

1. Introduction to Corporate Finance
2. How to Calculate Present Values
3. Valuing Bonds
4. The Value of Common Stocks
5. Net Present Value and Other Investment Criteria
6. Making Investment Decisions with the Net Present Value Rule

Part Two: Risk

7. Introduction to Risk and Return
8. Portfolio Theory and the Capital Asset Pricing Model
9. Risk and the Cost of Capital

Part Three: Best Practices in Capital Budgeting

10. Project Analysis
11. How to Ensure that Projects Truly Have Positive NPVs
12. Agency Problems and Investment

Part Four: Financing Decisions and Market Efficiency

13. Efficient Markets and Behavioral Finance
14. An Overview of Corporate Financing
15. How Corporations Issue Securities

Part Five: Payout Policy and Capital Structure

16. Payout Policy
17. Does Debt Policy Matter?
18. How Much Should a Corporation Borrow
19. Financing and Valuation

Part Six: Options

20. Understanding Options
21. Valuing Options
22. Real Options

Part Seven: Debt Financing

23. Credit Risk and the Value of Corporate Debt
24. The Many Different Kinds of Debt
25. Leasing

Part Eight: Risk Management

26. Managing Risk
27. Managing International Risks

Part Nine: Financial Planning and Working Capital Management

28. Financial Analysis
29. Financial Planning
30. Working Capital Management

Part Ten: Mergers, Corporate Control, and Governance

31. Mergers
32. Corporate Restructuring

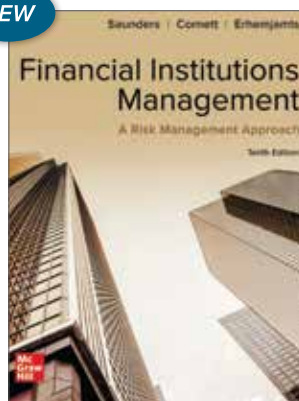
33. Governance and Corporate Control around the World

Part Eleven: Conclusion

34. Conclusion — What We Do and Do Not Know about Finance

Financial Institutions And Management

NEW



Financial Institutions Management: A Risk Management Approach

Anthony Saunders, Marcia Millon Cornett

Edition: 10

2021©

944 Pages

Print: 9781260571479

Connect: 9781260129892

OVERVIEW

Saunders and Cornett's Financial Institutions Management: A Risk Management Approach provides an innovative approach that focuses on managing return and risk in modern financial institutions. The central theme is that the risks faced by financial institutions managers and the methods and markets through which these risks are managed are becoming increasingly similar whether an institution is chartered as a commercial bank, a savings bank, an investment bank, or an insurance company. Although the traditional nature of each sector's product activity is analyzed, a greater emphasis is placed on new areas of activities such as asset securitization, off-balance-sheet banking, and international banking.

FEATURES

Each chapter in this edition has been revised thoroughly to reflect the most up to date information available. End-of-chapter questions and problem material have also been expanded and updated to provide a complete selection of testing material.

The following are some of the new features of this revision:

- Chapter 21 has significant updates including a new section on the 2017 Basel III reforms, which includes discussions on the standardized approach for credit risk, operational risk framework, leverage ratio framework, and output floor.
- Chapter 18 is an entirely new chapter which discusses the evolution on fintech, changing

relationship between banks and fin-techs, the types of fintech innovations (e.g., mobile wallets, peer-to-peer payments, digital currencies, business-to-business payments, digital exchange platforms, blockchain, artificial intelligence, machine learning, Internet of things, crowdfunding, lending marketplaces, high frequency trading, robo-advice), and regulatory approaches to fintech.

- Chapter 15 has a new detailed discussion on the revised standardized approach for market risk.
- Chapter 4 includes new discussions on global IPOs, as well as transitions from LIBOR to SOFR.
- Chapter 2 includes discussions of the revised Volcker Rule as well as the impact of Brexit on foreign banks.

CONTENTS

PART ONE: Introduction

1. Why Are Financial Institutions Special?
2. Financial Services: Depository Institutions
3. Financial Services: Finance Companies
4. Financial Services: Securities Firms and Investment Banks
5. Financial Services: Mutual Fund and Hedge Fund Companies
6. Financial Services: Insurance Companies
7. Risks of Financial Institutions

PART TWO: Measuring Risk

8. Interest Rate Risk I
9. Interest Rate Risk II
10. Credit Risk: Individual Loan Risk
11. Credit Risk: Loan Portfolio and Concentration Risk
12. Liquidity Risk
13. Foreign Exchange Risk
14. Sovereign Risk
15. Market Risk
16. Off-Balance-Sheet Risk
17. Technology and Other Operational Risks
18. Fintech Risks

PART THREE: Managing Risk

19. Liability and Liquidity Management
20. Deposit Insurance and Other Liability Guarantees
21. Capital Adequacy
22. Product and Geographic Expansion
23. Futures and Forwards
24. Options, Caps, Floors, and Collars
25. Swaps
26. Loan Sales
27. Securitization

NEW



International Financial Management

Cheol Eun, Bruce G. Resnick

Edition: 9

2021©

576 Pages

Print: 9781260575316

Connect: 9781260788815

OVERVIEW

International Financial Management provides students with a foundation for analysis through a text that is well-organized, comprehensive, and provides up-to-date coverage of the topics. Like the first eight editions, it is written based on two tenets: emphasis on the basics and emphasis on a managerial perspective.

The scope and content of international finance have been fast evolving due to cycles of deregulations and regulations of financial markets, product innovations, and technological advancements. As capital markets of the world are becoming more integrated, a solid understanding of international finance has become essential for astute corporate decision making.

International Financial Management discussion is written so that a self-contained treatment of each subject is presented in a user-friendly fashion. The text is intended for use at both the advanced undergraduate and MBA levels.

CONTENTS

PART ONE: Foundations of International Financial Management

1. Globalization and the Multinational Firm
2. International Monetary System
3. Balance of Payments
4. Corporate Governance Around the World

PART TWO: The Foreign Exchange Market, Exchange Rate Determination, and Currency Derivatives

5. The Market for Foreign Exchange
6. International Parity Relationships and Forecasting Foreign Exchange Rates
7. Futures and Options on Foreign Exchange

PART THREE: Foreign Exchange Exposure and Management

8. Management of Transaction Exposure
9. Management of Economic Exposure
10. Management of Translation Exposure

PART FOUR: World Financial Markets and Institutions

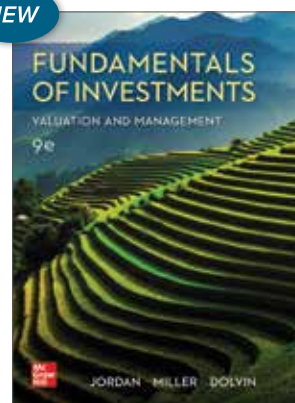
11. International Banking and Money Market
12. International Bond Market
13. International Equity Markets
14. Interest Rate and Currency Swaps
15. International Portfolio Investment

PART FIVE: Financial Management of the Multinational Firm

16. Foreign Direct Investment and Cross-Border Acquisitions
17. International Capital Structure and the Cost of Capital
18. International Capital Budgeting
19. Multinational Cash Management
20. International Trade Finance
21. International Tax Environment and Transfer Pricing

Investment

NEW



Fundamentals of Investments: Valuation and Management

Bradford Jordan, Thomas Miller, Steve Dolvin

Edition: 9

2021©

752 Pages

Print: 9781260570335

Connect: 9781260778618

OVERVIEW

Fundamentals of Investments is aimed at the introductory investments class with students who have relatively little familiarity with investments. The text is written in a relaxed, informal style that engages the student and treats him or her as an active participant rather than a passive information absorber. Fundamentals; appeals to intuition and basic principles whenever possible because the authors found that this approach effectively promotes understanding. Throughout, the text strikes a balance by introducing and covering the essentials while leaving some of the details to follow-up courses. Topics are organized in a way that would make them easy to apply—whether to a portfolio simulation or to real life—and support these topics with hands-on activities.

FEATURES

- Provide mapping between the textbook and the CFA curriculum. Over 95 percent of the end-of-chapter material is related to the CFA exam.
- Spreadsheet Analysis exhibits have been enhanced. These exhibits illustrate directly how to use spreadsheets to do certain types of important problems.
- New end-of-chapter problems rely on data retrieved from the web.
- Work the Web feature, appearing in most chapters, is expanded and completely updated. These boxed readings use screenshots to show students how to access, use, and interpret various types of key financial and market data.

CONTENTS**PART ONE: Introduction**

1. A Brief History of Risk and Return
2. The Investment Process
3. Overview of Security Tips
4. Mutual Funds and Other Investment Companies

PART TWO: Stock Markets

5. The Stock Market
6. Common Stock Valuation
7. Stock Price Behavior and Market Efficiency
8. Behavioral Finance and the Psychology of Investing

PART THREE: Interest Rates and Bond Valuation

9. Interest Rates
10. Bond Prices and Yields

PART FOUR: Portfolio Management

11. Diversification and Risky Asset Allocation
12. Return, Risk, and the Security Market Line
13. Performance Evaluation and Risk Management

PART FIVE: Futures and Options

14. Futures Contracts
15. Stock Options
16. Option Valuation

PART SIX: Topics in Investments

17. Alternative Investments
18. Corporate and Government Bonds
19. Projecting Cash Flow and Earnings
20. Global Economic Activity and Industry Analysis

ONLINE CHAPTER

21. Mortgage-Backed Securities

APPENDICES

- A. Answers to Test Your Investment Quotient Questions
- B. Answers to Selected Questions and Problems C Key Equations

NEW**Investments**

**Zvi Bodie, Alex Kane,
Alan Marcus**

**Edition: 12
2021©
1040 Pages
Print: 9781260571158
Connect: 9781260819366**

OVERVIEW

Investments sets the standard as a graduate (MBA) text intended primarily for courses in investment analysis. The guiding principle has been to present the material in a framework that is organized by a central core of consistent fundamental principles and will introduce students to major issues currently of concern to all investors. In an effort to link theory to practice, the authors make their approach consistent with that of the CFA Institute. Many features of this text make it consistent with and relevant to the CFA curriculum.

The common unifying theme is that security markets are nearly efficient, meaning that most securities are priced appropriately given their risk and return attributes. Investments is also organized around several important themes: The central theme is the near-informational-efficiency of well-developed security markets and the general awareness that competitive markets do not offer "free lunches" to participants. A second theme is the risk–return trade-off. Also, this text places great emphasis on asset allocation. Finally, this text offers a broad and deep treatment of futures, options, and other derivative security markets.

FEATURES

- Chapter 28: Investment Policy and the Framework of the CFA Institute - Added material on online retirement planners and have expanded and better organized the material on the objectives and constraints facing a wide variety of investors.
- Chapter 24: Portfolio Performance Evaluation - Revamped the derivation and motivation of the M-square and T-square measures, which attempt to restate the Sharpe and Treynor measures in terms of more easily interpreted units. We also extend the discussion of selection bias in interpreting published investment performance.
- Chapter 13: Empirical Evidence on Security Returns - Added a discussion of the debate

concerning characteristics versus factor sensitivities as determinants of expected return.

- Chapter 11: The Efficient Market Hypothesis - Added more material on recently uncovered market anomalies, for example, related to volatility, accruals, growth, and profitability.
- Chapter 7: Efficient Diversification - The discussion of risk sharing, risk pooling, and time diversification has been extensively rewritten with a greater emphasis on intuition.
- Chapter 5: Risk, Return, and the Historical Record - Extensively reorganized and substantially streamlined. The material on interest rates and the discussion of historical evidence on the risk–return relation have both been unified.

CONTENTS

PART 1: Introduction

1. The Investment Environment
2. Asset Classes and Financial Instruments
3. How Securities Are Traded
4. Mutual Funds and Other Investment Companies

PART 2: Portfolio Theory and Practice

5. Risk, Return, and the Historical Record
6. Capital Allocation to Risky Assets
7. Efficient Diversification
8. Index Models

PART 3: Equilibrium in Capital Markets

9. The Capital Asset Pricing Model
10. Arbitrage Pricing Theory and Multifactor Models of Risk and Return
11. The Efficient Market Hypothesis
12. Behavioral Finance and Technical Analysis
13. Empirical Evidence on Security Returns

PART 4: Fixed-Income Securities

14. Bond Prices and Yields
15. The Term Structure of Interest Rates
16. Managing Bond Portfolios

PART 5: Security Analysis

17. Macroeconomic and Industry Analysis
18. Equity Valuation Models
19. Financial Statement Analysis

PART 6: Options, Futures, and Other Derivatives

20. Options Markets: Introduction
21. Option Valuation
22. Futures Markets
23. Futures, Swaps, and Risk Management

PART 7: Applied Portfolio Management

24. Portfolio Performance Evaluation
25. International Diversification
26. Hedge Funds
27. The Theory of Active Portfolio Management
28. Investment Policy and the Framework of the CFA Institute



Essentials of Investments

Zvi Bodie, Alex Kane,
Alan J. Marcus

Edition: 11
2019©
768 Pages
Print: 9781260288391
Connect: 9781260201291

OVERVIEW

The market leading undergraduate investments textbook, *Essentials of Investments*, emphasizes asset allocation while presenting the practical applications of investment theory. The authors have eliminated unnecessary mathematical detail and concentrate on the intuition and insights that will be useful to practitioners throughout their careers as new ideas and challenges emerge from the financial marketplace. The 11th Edition includes increased attention to changes in market structure and trading technology, while continuing to be organized around one basic theme — that security markets are nearly efficient.

CONTENTS

Part One: Elements of Investment

1. Investments — Background and Issues
2. Asset Classes and Financial Instruments
3. Securities Markets
4. Mutual Funds and Other Investment Companies

Part Two: Portfolio Theory

5. Risk, Return, and the Historical Record
6. Efficient Diversification
7. Capital Asset Pricing & Arbitrage Pricing Theory
8. The Efficient Market Hypothesis
9. Behavioral Finance and Technical Analysis

Part Three: Debt Securities

10. Bond Prices and Yields
11. Managing Bond Portfolios

Part Four: Security Analysis

12. Macroeconomic and Industry Analysis
13. Equity Valuation
14. Financial Statement Analysis

Part Five: Derivative Markets

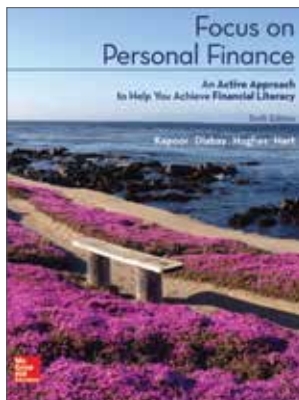
15. Options Markets
16. Option Valuation
17. Futures Markets and Risk Management

Part Six: Active Investment Management

18. Evaluating Investment Performance
19. International Diversification
20. Hedge Funds

21. Taxes, Inflation, and Investment Strategy
22. Investors and the Investment Process

Personal Finance



Focus on Personal Finance

Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes, Melissa Hart

Edition: 6
2019©
576 Pages
Print: 9781260091939
Connect: 9781260129861

OVERVIEW

Focus on Personal Finance is a brief, 14-chapter book, covering the critical topics in Personal Finance courses. This 4-color, paperback text is designed and written to appeal to a range of ages, life situations, and levels of financial literacy. A unique aspect of this text is its active approach. This text will not only get your students thinking about their current situation and financial goals, but also encourage them to put these in writing to use as a guide and revise over the course of their lives. Sections are oriented around specific action-items for students. The more a student involves themselves in the assessments, exercises and worksheets provided, the more they will discover about their current habits and how to improve them for greater financial freedom.

Students have many different financial goals, but none are more important than having a basic understanding of financial issues and peace of mind with regard to their decisions. The ultimate goal of Focus on Personal Finance is to get students to this point as a first step to achieving the many financial goals they have set for themselves.

FEATURES

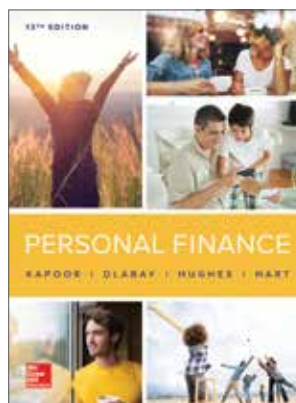
The 6th edition of Focus on Personal Finance contains new and updated boxed features, exhibits and tables, articles, and end-of-chapter material.

- Global Changes for all chapters
- New chapter opener
- A new Road Map feature at the end of each chapter
- Revised and updated problems
- New “Apply Yourself for Financial Literacy” section appearing at the end of the chapter

- Updated websites and apps on all Your Personal Financial Plan sheets

CONTENTS

1. Personal Financial Planning in Action
2. Money Management Skills
3. Taxes in Your Financial Plan
4. Financial Services — Savings Plans and Payment Accounts
5. Consumer Credit — Advantages, Disadvantages, Sources, and Costs
6. Consumer Purchasing Strategies and Wise Buying of Motor Vehicles
7. Selecting and Financing Housing
8. Home and Automobile Insurance
9. Health and Disability Income Insurance
10. Financial Planning with Life Insurance
11. Investing Basics and Evaluating Bonds
12. Investing in Stocks
13. Investing in Mutual Funds
14. Starting Early — Retirement and Estate Planning



Personal Finance

Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes

Edition: 13
2020©
896 Pages
Print: 9781260569933
Connect: 9781260799767

OVERVIEW

The journey to financial freedom starts here! This market-leading Personal Finance provides practical guidance on how students can achieve peace of mind with regard to their financial situation. It provides many financial planning tools to help students identify and evaluate choices as well as understand the consequences of decisions in terms of opportunity costs. And now McGraw Hill Connect empowers students by continually adapting to deliver precisely what they need when they need it and how they need it so your class time is more engaging and effective.

CONTENTS

Section One: Planning Your Personal Finances

1. Personal Finance Basics and the Time Value of Money
2. Financial Aspects of Career Planning

3. Money Management Strategy — Financial Statements and Budgeting
4. Planning Your Tax Strategy

Section Two: Managing Your Personal Finances

5. Financial Services — Savings Plans and Payment Accounts
6. Introduction to Consumer Credit
7. Choosing a Source of Credit — The Costs of Credit Alternatives

Section Three: Making Your Purchasing Decisions

8. Consumer Purchasing Strategies and Legal Protection
9. The Housing Decision — Factors and Finances

Section Four: Insuring Your Resources

10. Property and Motor Vehicle Insurance
11. Health, Disability, and Long-Term Care Insurance
12. Life Insurance

Section Five: Investing Your Financial Resources

13. Investing Fundamentals
14. Investing in Stocks
15. Investing in Bonds
16. Investing in Mutual Funds
17. Investing in Real Estate and Other Investment Alternatives

Section Six: Controlling Your Financial Future

18. Starting Early — Retirement Planning
19. Estate Planning

CONTENTS

Part 1: Setting the Stage

1. The Nature of Real Estate and Real Estate Markets

Part 2: Legal and Regulatory Determinants of Value

2. Legal Foundations to Value
3. Conveying Real Property Interests
4. Government Controls and Real Estate Markets

Part 3: Market Valuation and Appraisal

5. Market Determinants of Value
6. Forecasting Ownership Benefits and Value: Market Research
7. Valuation Using the Sales Comparison and Cost Approaches
8. Valuation Using the Income Approach

Part 4: Financing Home Ownership

9. Real Estate Finance: The Laws and Contracts
10. Residential Mortgage Types and Borrower Decisions
11. Sources of Funds for Residential Mortgages

Part 5: Brokering and Closing the Transaction

12. Real Estate Brokerage and Listing Contracts
13. Contracts for Sale and Closing

Part 6: Time, Opportunity Cost, and Value Decisions

14. The Effects of Time and Risk on Value
15. Mortgage Calculations and Decisions

Part 7: Financing and Investing in Commercial Real Estate

16. Commercial Mortgage Types and Decisions
17. Sources of Commercial Debt and Equity Capital
18. Investment Decisions: Ratios
19. Investment Decisions: NPV and IRR
20. Income Taxation and Value

Part 8: Creating and Maintaining Value

21. Enhancing Value through Ongoing Management
22. Leases and Property Types
23. Development: The Dynamics of Creating Value

Glossary

Photo Credits

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Real Estate

NEW



Real Estate Principles: A Value Approach

David Ling, Wayne Archer

Edition: 6

2021©

704 Pages

Oct 2020

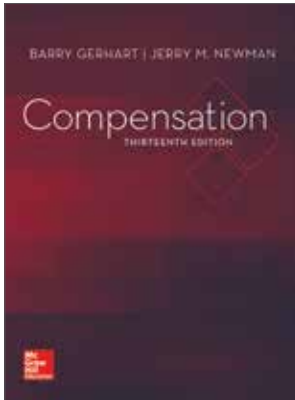
Print: 9781260570496

Connect: 9781260442786

OVERVIEW

Real Estate Principles: A Value Approach demonstrates how value is central to virtually all real estate decision-making. Students using Ling and Archer should finish the course with a value-oriented framework and a set of valuation and decision-making tools that can be applied in a variety of real-world situations. The key to making sound investment decision is to understand how property values are created, maintained, increased or destroyed.

HUMAN RESOURCES MANAGEMENT



Compensation

Barry Gerhart, Jerry Newman

Edition: 13

2020©

736 Pages

Print: 9781260565614

Connect: 9781260486094

OVERVIEW

Best-selling title. Tackles major compensation from three sides: theory, research and practice — no situation can survive that onslaught! The 13th edition continues to emphasize the importance of total compensation and its relevance for achieving sustainable competitive advantage. Beyond how much people are paid; how they are paid matters too. Managing pay means ensuring that the right people get the right pay for achieving objectives in the right way.

CONTENTS

Part One: Introducing The Pay Model and Pay Strategy

1. The Pay Model
2. Strategy: The Totality of Decisions

Part Two: Internal Alignment — Determining The Structure

3. Defining Internal Alignment
4. Job Analysis
5. Job-Based Structures and Job Evaluation
6. Person-Based Structures

Part Three: External Competitiveness — Determining The Pay Level

7. Defining Competitiveness
8. Designing Pay Levels, Mix, and Pay

Part Four: Employee Contributions — Determining Individual Pay

9. Pay-for-Performance: The Evidence
10. Pay-for-Performance Plans
11. Performance Appraisals

Part Five: Employee Benefits

12. The Benefit Determination Process
13. Benefit Options

Part Six: Extending The System

14. Compensation of Special Groups
15. Union Role in Wage and Salary Administration
16. International Pay Systems



Employee Training and Development

Raymond Andrew Noe

Edition: 8

2020©

576 Pages

Print: 9781260565638

Connect: 9781260140262

OVERVIEW

Best-selling title for this course, Employee Training & Development 8th edition covers and addresses the changes in training and development from an employer and employee perspective — adding value to the employer and employee. Based on the authors extensive experience in teaching training and development courses to both graduate and undergraduate students, this 8th Edition retains the lively writing style, inspiring examples, and emphasis on new technology and strategic training from previous editions.

CONTENTS

Part One: The Context for Training and Development

1. Introduction to Employee Training and Development
2. Strategic Training

Part Two: Designing Training

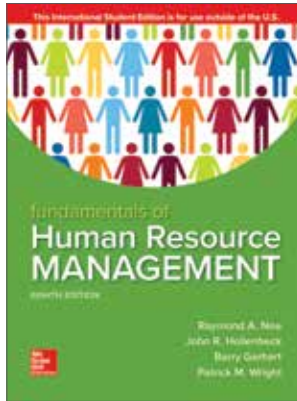
3. Needs Assessment
4. Learning and Transfer of Training
5. Program Design
6. Training Evaluation

Part Three: Training and Development Methods

7. Traditional Training Methods
8. Technology-Based Training Methods
9. Employee Development and Career Management

Part Four: Social Responsibility and the Future

10. Social Responsibility — Legal Issues, Managing Diversity, and Career Challenges
11. The Future of Training and Development



Fundamentals of Human Resource Management

Raymond Andrew Noe,
John R. Hollenbeck,
Barry Gerhart,
Patrick M. Wright

Edition: 8
2020©
608 Pages
Print: 9781260565768
Connect: 9781260478990

OVERVIEW

Applicable to both HR majors and non-majors, *Fundamentals of Human Resource Management*, 8e, focuses on human resource issues and how HR is a key component of any company's overall corporate strategy.

In this edition, students learn about best practices and are actively engaged through the use of cases and decision making. As a result, students will be able to take what they have learned in the course and apply it to solving HRM problems they will encounter on the job.

FEATURES

- In addition to new or updated chapter pedagogy and real-world examples, three new features have been added to the Eighth Edition of *Fundamentals*: Video Conversations with Chief HR Officers (CHROs): Created by the Center for Executive Succession at the Darla Moore School of Business, University of South Carolina, video conversations with CHROs from top organizations such as Accenture, Bank of America, Boeing, GE, HP, Merck, and others are tied in to pertinent chapters. In addition, the videos are featured in Connect, along with questions related to chapter content. HR Analytics & Decision Making: These new features throughout the book highlight an evidence-based approach to HR management and focus on people, employees, and human capital. Self-Assessment Exercises: Appearing at the end of the chapter and in Connect, these exercises help students gather information about themselves as it relates to topics covered in each chapter.
- The authors approach to teaching human resource management involves engaging students in learning using real-world examples and best practices; focusing them on important HR issues and concepts; and applying what they have learned through chapter features and end-

of-chapter exercises and cases. Each hallmark feature includes questions to assist students with critical thinking and to spark classroom discussions.

- The SHRM's HRBoCK Reference Guide empowers instructors to compare the content within the textbook and how it may contain content also found within the Society for Human Resource Management's (SHRM) Body of Competency and Knowledge. Instructors can build upon material within the textbook by connecting material to SHRM's BoCK, and expand understanding of HR practices for students in preparation for a certification examination. If used in this manner, this guide and textbook may only be one component of a comprehensive strategy to study for examination.

CONTENTS

Part One: The Human Resource Environment

1. Managing Human Resources
2. Trends in Human Resource Management
3. Providing Equal Employment Opportunity and a Safe Workplace
4. Analyzing Work and Designing Jobs

Part Two: Acquiring, Training and Developing Human Resources

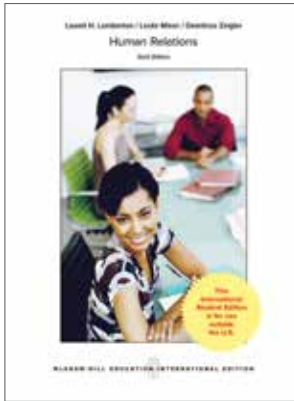
5. Planning for and Recruiting Human Resources
6. Selecting Employees and Placing them in Jobs
7. Training Employees
8. Developing Employees for Future Success

Part Three: Assessing and Improving Performance

9. Creating and Maintaining High-Performance Organizations
10. Managing Employees Performance
11. Separating and Retaining Employees

Part Four: Compensating Human Resources

12. Establishing a Pay Structure
13. Recognizing Employee Contributions with Pay
14. Providing Employee Benefits
15. Collective Bargaining and Labor Relations
16. Managing Human Resources Globally



Human Relations

Lowell Lamberton,
Leslie Minor-Evans

Edition: 6
2019©
512 Pages
Print: 9781260085334
Connect: 9781260140071

OVERVIEW

Human Relations: Strategies for Success, 6e, will help you prepare for this changing world. This text covers time-tested, research-based social science and management principles, as well as newer theories and philosophies of human relations drawn from management theory, group theory, personality theory, and relationship theory.

More than ever, effective relations skills are crucial to business success as organizations grow and compete in a global business environment. Employees must have the knowledge and skill to adapt to a workplace where change is frequent and inevitable.

Their commitment to the creation of a book that is at once interesting to read, motivating to study, and relevant to a wide variety has been the driving force behind Human Relations: Strategies for Success.

FEATURES

- Many new and updated Case Studies — two realistic, job-based case students (with questions) are presented in every chapter. These cases allow students to resolve realistic human relations problems for which there is usually more than one viable solution. Each case study can be used as a springboard for classroom discussion and group problem-solving activities. Many new or updated for the 6th edition.
- Entire text includes new and updated figures, diagrams, demographic data to illustrate changing workplace realities and contemporary interpretation of issues.

CONTENTS

Part One: Human Relations and You

1. Human Relations — A Background
2. Self-Concept & Self-Esteem in Human Relations
3. Self-Awareness and Self-Disclosure
4. Attitudes and Values in Human Relations

5. Motivation: Increasing Productivity

Part Two: Human Relations in Groups

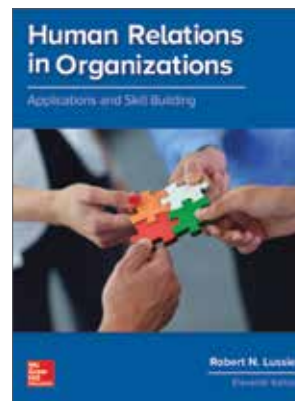
6. Communication and Human Relations
7. People, Groups, and Teams
8. Achieving Emotional Control

Part Three: Building Your Human Relations Skills

9. Individual and Organizational Change
10. Creativity and Human Relations
11. Conflict Management
12. Stress and Stress Management
13. Your External and Internal Customers

Part Four: Thriving in a Changing World

14. Human Relations in a World of Diversity
15. Business Ethics and Social Responsibility
16. A Productive Workplace and Success



Human Relations in Organizations: Applications and Skill Building

Robert N. Lussier

Edition: 11
2019©
528 Pages
Print: 9781260098112
Connect: 9781260308792

OVERVIEW

Human Relations in Organizations: Applications and Skill Building, 11th edition, offers a workbook-style approach that is perfect for incorporating activities and exercises into the classroom. This approach helps students master critical concepts as well as develop skills that they can use in their professional lives.

The book provides a balanced, three-pronged approach: A clear, concise understanding of human relations and organizational behavior concepts; Application of human relations and organizational behavior in the business world; and Development of human relations and organizational behavior skills.

FEATURES

- Engaging NetGen students — the 11th edition is designed to be flexible enough to be used with the traditional lecture method, while offering a wide range of engaging activities to select from that best meet students' and professors' educational goals and preferred teaching/learning styles.
- New concepts discussed in the new edition. Five-Factor Model, OCEAN (openness,

conscientiousness, extraversion, agreeableness, and neuroticism), HumanMetrics, Test Your Stress Smarts, relativism ethics, bullying, idea and personal conflict, authentic leadership, LMX leadership, altercast, networks of teams, multi-team systems, healthy and unhealthy cultures.

- New concepts discussed in the new edition. Five-Factor Model, OCEAN (openness, conscientiousness, extraversion, agreeableness, and neuroticism), HumanMetrics, Test Your Stress Smarts, relativism ethics, bullying, idea and personal conflict, authentic leadership, LMX leadership, altercast, networks of teams, multi-team systems, healthy and unhealthy cultures.

CONTENTS

Part One: Intrapersonal Skills — Behavior, Human Relations, and Performance

1. Understanding Behavior, Human Relations, and Performance and Being Happy
2. Personality, Stress, Learning, and Perception
3. Attitudes, Self-Concept, Values, and Ethics

Part Two: Interpersonal Skills — The Foundation of Human Relations

4. Communications, Emotions, and Criticism
5. Dealing with Conflict

Part Three: Leadership Skills — Influencing to Help Yourself and Others Succeed

6. Leading and Trust
7. Motivating Performance
8. Ethical Power and Politics
9. Networking and Negotiating

Part Four: Leadership Skills — Team and Organizational Behavior, Human Relations, and Performance

10. Team Dynamics, Creativity and Problem Solving, and Decision Making
11. Organizational Change and Culture
12. Valuing Diversity and Inclusion Globally

OVERVIEW

Human Resource Management: Gaining a Competitive Advantage 12e offers comprehensive coverage of HRM concepts that teach students how to strategically overcome challenges and gain competitive advantage in the workplace.

Based on the authors' diverse research, teaching and consulting experiences, this product has incredibly strong depth and breadth that is current in research and practice simply not found in other texts.

FEATURES

- Video Conversations with Chief HR Officers (CHROs), created by the Center for Executive Succession at the Darla Moore School of Business, University of South Carolina, feature video conversations with CHROs from top organizations such as Accenture, Bank of America, Boeing, GE, HP, Merck, and others are tied in to pertinent chapters. In addition, the videos are featured in Connect, along with questions related to chapter content.
- Competing through Sustainability feature has been renamed Competing Through Environmental, Social, and Governance Practices to reflect business emphasis on sustainability through “the triple bottom line” - the simultaneous delivery of positive results for people, planet and profit. Continued updates and emphasis on gender equality, sexual harassment, and discrimination.
- All of the Exercising Strategy, Managing People, and HR in Small Business end-of-chapter cases are either new or updated.
- Inclusion of new “hot topics” such as artificial intelligence and robotics.

CONTENTS

PART ONE

1. The Human Resource Environment
2. Strategic Human Resource Management
3. The Legal Environment: Equal Employment Opportunity and Safety
4. The Analysis and Design of Work

PART TWO Acquisition and Preparation of Human Resources

5. Human Resource Planning and Recruitment
6. Selection and Placement
7. Training

PART THREE Assessment and Development of Human Resources

8. Performance Management

NEW



Human Resource Management

Raymond Andrew Noe, John R. Hollenbeck, Barry Gerhart, Patrick M. Wright

Edition: 12

2021©

704 Pages

Print: 9781260570748

Connect: 9781260478990

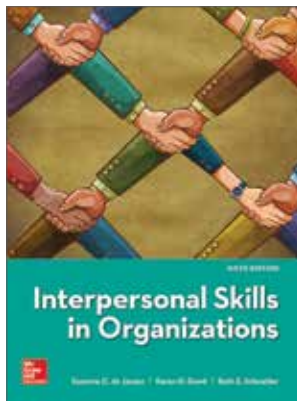
9. Employee Development
10. Employee Separation and Retention

PART FOUR Compensation of Human Resources

11. Pay Structure Decisions
12. Recognizing Employee Contributions with Pay
13. Employee Benefits

PART FIVE Special Topics in Human Resource Management

14. Collective Bargaining and Labor Relations
15. Managing Human Resources Globally
16. Strategically Managing the HRM Function



Interpersonal Skills in Organizations

Suzanne de Janasz,
Karen O. Dowd,
Beth Schneider

Edition: 6
2019©
544 Pages
Print: 9781260085327
Connect: 9781260141351

OVERVIEW

Interpersonal Skills in Organizations takes a fresh, thoughtful look at the key skills necessary for personal and managerial success in organizations today. Exploding with exercises, cases, and group activities, the book employs an experiential approach suitable for all student audiences.

The book is organized into 4 distinct sections (Understanding Yourself, Understanding Others, Understanding Teams, and Leading) that can be used collectively or modularly depending on the instructors' preferences and students' needs. The emphasis in this edition focuses on making the text more current along with making the text pedagogically effective for students and instructors.

FEATURES

- New Material from the popular press, and current research, along with a diverse range of examples of organizations and current events, to enhance conceptual depth and breadth of applicability for skill areas presented in the chapters. Despite these enhancements, the overall map of the book that specifies both the journey and the major stops along the way, including intrapersonal effectiveness (understanding yourself), interpersonal effectiveness (understanding

others), understanding and working in teams, and leading individuals and groups, remains intact.

- New Incorporated new academic and commercial print and online sources to reflect current trends and research on the topics.
- The ever-increasing impact of technology on our lives and interpersonal connections is addressed by including more discussion and exercises which feature virtual communication (e.g., in teams, negotiations), social networking, and e-mentoring. Changes were made to address current implications of how social media, generational differences, and globalization impact our understanding and application of interpersonal skills.

CONTENTS

Unit One: Intrapersonal Effectiveness — Understanding Yourself

1. Journey into Self-awareness
2. Self-disclosure and Trust
3. Establishing Goals Consistent with Your Values and Ethics
4. Self-management

Unit Two: Interpersonal Effectiveness — Understanding and Working with Others

5. Understanding and Working with Diverse Others
6. Listening and Nonverbal Communication
7. Communicating Effectively
8. Persuading Individuals and Audiences

Unit Three: Understanding and Working in Teams

9. Negotiation
10. Building Teams and Work Groups
11. Managing Conflict
12. Achieving Business Results through Effective Meetings
13. Facilitating Team Success
14. Making Decisions & Solving Problems Creatively

Unit Four: Leading Individuals and Groups

15. Effective and Ethical Use of Power and Influence
16. Networking and Mentoring
17. Coaching and Providing Feedback for Improved Performance
18. Leading and Empowering Self and Others
19. Project Management



Interviewing: Principles and Practices

Charles Stewart, William Cash

Edition: 15
2018©

Print: 9781260083927
Connect: 9781259983108

OVERVIEW

This book is the most widely used text for the interviewing course, continues to reflect the growing sophistication with which interviewing is being approached, incorporating the ever-expanding body of research in all types of interview settings, recent communication theory and the importance of equal opportunity laws on interviewing practices. It provides the most thorough treatment of the basics of interviewing, including the complex interpersonal communication process types and uses of questions & the structuring of interviews from opening to closing.

FEATURES

- This text has been made more user-friendly by sharpening the writing style, eliminating unnecessary materials, making definitions and explanations more precise, and employing different print types to emphasize critical words, terms, concepts, and principles.
- Chapter 1 has an updated discussion on current technology and how it affects interpersonal.
- Chapter 7 includes revised & expanded discussions of searching for new talent understanding and adapting to the unique characteristics of the millennial generation and more.

CONTENTS

1. An Introduction to Interviewing
2. An Interpersonal Communication Process
3. Questions and Their Uses
4. Structuring the Interview
5. The Informational Interview
6. The Survey Interview
7. The Recruiting Interview
8. The Employment Interview
9. The Performance Interview
10. The Persuasive Interview
11. The Counseling Interview
12. The Health Care Interview

NEW



Labor Relations: Striking a Balance

John Budd

Edition: 6
2021©

576 Pages
Print: 9781260571332
Connect: 9781260511888

OVERVIEW

Budd presents labor relations as a system for balancing employment relationship goals (efficiency, equity, and voice) and the rights of labor and management. By weaving these themes with the importance of alternative perspectives on the nature of employment relationship throughout the text, students can learn not only how the traditional labor relations processes work, but also why these processes exist and how to evaluate whether they are working. In this way, students can develop a deeper understanding of labor relations that will help them successfully navigate a contemporary labor relations system that faces severe pressures requiring new strategies, policies, and practices.

CONTENTS

PART ONE Foundations

1. Contemporary Labor Relations: Objectives, Practices, and Challenges
2. Labor Unions: Good or Bad?

PART TWO The U.S. New Deal Industrial Relations System

3. Historical Development
4. Labor Law
5. Labor and Management: Strategies, Structures, and Constraints
6. Union Organizing
7. Bargaining
8. Impasses, Strikes, and Dispute Resolution
9. Contract Clauses and Their Administration

PART THREE Issues for the 21st Century

10. The Evolving Nature of Work
11. Globalization and Financialization

PART FOUR Reflection

12. Comparative Labor Relations
13. What Should Labor Relations Do?



Managing Human Resources

Wayne Cascio

Edition: 11

2019©

736 Pages

Print: 9781260085358

Connect: 9781260167726

OVERVIEW

Managing Human Resources 11e is for the general management student whose job inevitably will involve responsibility for managing people. It explicitly links the relationship between productivity, quality of work life, and profits to various human resource management activities and as such, strengthens the students' perception of human resource management as an important function, which affects individuals, organizations, and society. It is research-based and contains strong links to the applicability of this research to real business situations.

FEATURES

- The author examined every topic and every example in each chapter for its continued relevance and appropriateness. He added dozens of new company examples and “HR Buzz” boxes to illustrate current practices, updated legal findings from each area, and cited the very latest research findings in every chapter. He added hundreds of new references and removed older ones that are less relevant today.
- New Chapter 2, “HR Technology”. The book still includes 16 chapters, but based on the detailed comments of reviewers, this current and relevant topic has been given new focus and emphasis.
- International issues — Covered in a separate chapter, Chapter 16, as well as integrated throughout where appropriate.

CONTENTS

Part One: Environment

1. Human Resources in a Globally Competitive Business Environment
2. HR Technology
3. Talent Analytics — The Financial Impact of HR Activities
4. The Legal Context of Employment Decisions

Part Two: Employment

5. Diversity at Work
6. Planning for People

7. Recruiting

8. Staffing

Part Three: Development

9. Training and On-Boarding
10. Performance Management

Part Four: Compensation

11. Pay and Incentive Systems
12. Compensation — Employee Benefit Plans

Part Five: Labor-Management Accommodation

13. Union Representation and Collective Bargaining
14. Procedural Justice and Ethics in Employee Relations

Part Six: Support and International Implications

15. Safety, Health, and Employee Assistance Programs
16. International Dimensions of Human Resource Management



Staffing Organizations

Herbert G. Heneman III,
Timothy A. Judge,
John Kammeyer-Mueller

Edition: 9

2019©

784 Pages

Print: 9781260092400

OVERVIEW

Heneman's and Judge's Staffing Organizations, 9e, is based on a comprehensive staffing model.

Components of the model include staffing models and strategy, staffing support systems (legal compliance, planning, job analysis and rewards), core staffing systems (recruitment, selection, and employment), and staffing systems and retention management.

Up-to-date research and business practices are the hallmarks of this market-leading text. In-depth applications (cases and exercises) at the end of the chapters provide students with skill-building and practice in key staffing activities and decision making. A comprehensive running case involving a fictitious retailing organization provides even greater opportunity for in-depth analysis and skill-building. Students also have the opportunity to address ethical issues at the end of each chapter.

FEATURES

- New discussions describe how to incorporate of strategic organizational strategy into every part of the staffing process — providing specific guidance for staffing decision makers to improve talent management.
- Major restructuring and updating to ensure continuing alignment of the material with current in-the-field business practices. The changes range from small inclusions of new standards to major chapter revisions. The new structure will make it easier for students to see how each part of the staffing process proceeds from beginning to end, and it will also help them see how the topics fit together to create a cohesive staffing management system.
- The use of human resources information systems for tasks like recruitment, selection, and forecasting is now thoroughly integrated into all sections. The role of social media, the Internet, and other information management tools is emphasized in several chapters, and new examples from companies keep the application of concepts fresh and current.

CONTENTS

Part One: The Nature of Staffing

1. Staffing Models and Strategy

Part Two: Support Activities

2. Legal Compliance
3. Planning
4. Job Analysis and Rewards

Part Three: Staffing Activities: Recruitment

5. External Recruitment
6. Internal Recruitment

Part Four: Staffing Activities: Selection

7. Measurement
8. External Selection I
9. External Selection II
10. Internal Selection

Part Five: Staffing Activities: Employment

11. Decision Making
12. Final Match

Part Six: Staffing System and Retention Management

13. Staffing System Management
14. Retention Management



Supervision: Concepts and Skill-building

Samuel Certo

Edition: 10

2019©

576 Pages

Print: 9781260092950

Connect: 9781260141450

OVERVIEW

Certo's *Supervision: Concepts and Skill-Building 10e*, prepares students to be supervisors in a challenging modern workplace. It is based on the premise that organizational variables including diversity in the workplace, computer and communication technology, and the design of organizational structures are constantly changing.

Overall, this text focuses on discussing important supervision concepts and providing fundamental skills necessary for applying these concepts. Students will learn the critical role of a supervisor in an organization and the abilities needed to be successful.

FEATURES

- Each chapter opens with a vignette, entitled “A Supervision Challenge”, which is an episode about an actual supervisor on the job. Each “Supervision Challenge” has a corresponding discussion exercise section at the end of the chapter entitled “Meeting the Challenge.” Almost all chapter-opening incidents are new to this edition to keep students current with challenges that modern supervisors face.
- Updated — Appendix B, “The Supervisor’s Career Path: Finding a Career that Fits”, is a rich career resource for students regarding finding that first job, perhaps a supervision job, as well as managing a career. It emphasizes important topics such as setting career goals, preparing for a job search, and interviewing essentials. Internet resources are pinpointed from which students can get help with self-assessments of their personality and skills, resume building, job-hunting resources, and how to evaluate a good job offer.
- “Supervisor as Leader” — This new Learning Highlight focuses on how supervisors function as leaders in organizations. Real supervisors in real supervisory leadership roles lend insights about how supervisors should lead. As with all Learning

Highlights, the Supervisor as Leader feature will appear intermittently throughout the book.

CONTENTS

Part One: What Is a Supervisor?

1. Supervision — Tradition and Contemporary Trends

Part Two: Modern Supervision Challenges

2. The Supervisor as Leader
3. Groups, Teams, and Powerful Meetings
4. Corporate Social Responsibility
5. Managing Diversity

Part Three: Functions of the Supervisor

6. Reaching Goals — Plans and Controls
7. Organizing and Authority
8. Problem Solving, Decision Making, and Creativity
9. Ensuring High Quality and Productivity

Part Four: Skills of the Supervisor

10. Communication: Theory and Modern Media
11. Motivating Employees
12. Problem Employees: Counseling and Discipline
13. Managing Time and Stress
14. Managing Conflict, Change, and Politics

Part Five: Supervision and Human Resources

15. Selecting Employees
16. Providing Orientation and Training
17. Appraising Performance

current events within the context of the appropriate theory.

Building on these strengths, our goals for the 11th edition have focused on the following:

1. Incorporate new insights from scholarly research.
2. Make sure the content covers all appropriate issues.
3. Make sure the text is up-to-date with current events, statistics, and examples.
4. Add new and insightful opening and closing cases in most chapters.
5. Incorporate value-added global EDGETM features in every chapter.
6. Connect every chapter to a focus on managerial implications.

CONTENTS

Part One: Introduction and Overview

1. Globalization

Part Two: National Differences

2. National Differences in Political, Economic, and Legal Systems
3. National Differences in Economic Development
4. Differences in Culture
5. Ethics, Corporate Social Responsibility, and Sustainability

Part Three: The Global Trade and Investment Environment

6. International Trade Theory
7. Government Policy and International Trade
8. Foreign Direct Investment
9. Regional Economic Integration

Part Four: The Global Monetary System

10. The Foreign Exchange Market
11. The International Monetary System

Part Five: The Strategy and Structure of International Business

12. The Strategy of International Business
13. Entering Foreign Markets

Part Six: International Business Functions

14. Exporting, Importing, and Countertrade 3
15. Global Production & Supply Chain Management
16. Global Marketing and R&D
17. Global Human Resource Management

INTERNATIONAL BUSINESS



Global Business Today

Charles W. L. Hill,
G. Tomas M. Hult

Edition: 11

2020©

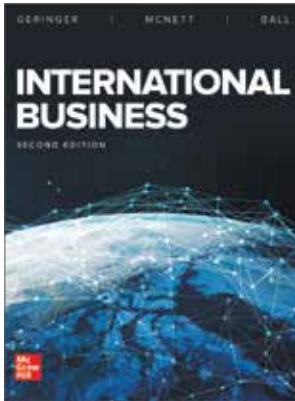
560 Pages

Print: 9781260565812

Connect: 9781260780581

OVERVIEW

The success of the first ten editions of Global Business Today (and its longer, more in-depth textbook option and companion, International Business, now in the 12th edition) was based in part on the incorporation of leading-edge research into the text, the use of the up-to-date examples and statistics to illustrate global trends and enterprise strategy, and the discussion of



International Business

Michael Geringer and Jeanne McNett and Donald Ball

Edition: 2

2020©

576 Pages

Print: 9781260566215

Connect: 9781259852794

OVERVIEW

Empower students to develop their global mindset! Up-to-date, relevant and engaging, Geringer: International Business 2e provides a flexible, modular format for instructors along with student-focused features that make the study of IB personally relevant for every student!

FEATURES

- **Current & Rigorous Coverage of Essentials Content**—The presentation of basic concepts includes the latest research and theory highlighted by engaging, student-centered applications. Rigor enriches learning, and when combined with the exceptional readability and relevance of the approach to the material, motivates the learner to perform at a higher level.
- **Unique Modular Approach**—In order to give faculty complete flexibility to personalize their course according to their course goals, each module has been developed to stand on its own to allow for easy re-arranging without losing context for students. Three bonus modules allow for additional personalization by bringing in content relevant to your curriculum.
- **Culture Facts** create a personal connection with the reader, and include cultural highlights to provide a stimulating set of examples to intrigue and interest students while making the content personally relevant.
- The author team has carefully developed instructor support materials as well as application exercises designed to involve learners and bring them closer to the concepts covered, no matter the class format. The author created instructor manual uniquely supports a master teacher, and the author created test bank, unique in this market, provides tight alignment.

CONTENTS

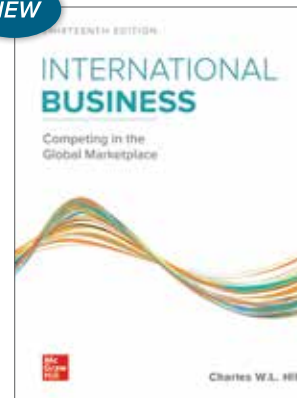
1. The Challenging Context of International Business
2. International Trade and Investment
3. Sociocultural Forces
4. Sustainability and Natural Resources
5. Political Forces That Affect Global Trade
6. Intellectual Property Rights and Other Legal Forces
7. Economic and Socioeconomic Forces
8. The International Monetary System and Financial Forces
9. International Competitive Strategy
10. Organizational Design and Control
11. Global Leadership Issues and Practices
12. International Markets: Assessment and Entry Modes
13. Marketing Internationally
14. Managing Human Resources in an International Context
15. International Accounting and Financial Management

Bonus Module A International Institutions from a Business Perspective

Bonus Module B Export and Import Practices

Bonus Module C Global Operations and Supply Chain Management

NEW



International Business Competing in The Global Marketplace

Charles W. L. Hill,
Tomas M Hult G.

Edition: 13

2021©

704 Pages

Print: 9781260575866

Connect: 9781264123865

OVERVIEW

Market-defining since it was introduced, International Business: Competing in the Global Marketplace by Charles W.L. Hill (University of Washington) and G. Tomas Hult (Michigan State University) sets the standard, and is the proven choice for International Business. With the 13th edition, Hill and Hult continue to draw upon their experience to deliver a complete program that is: Relevant - Timely, Comprehensive Coverage or Theory; Practical - Focused on Practical Applications of Concepts; Integrated - Integrated Progression of Topics with Results-Driven Technology.

CONTENTS**PART ONE Introduction**

1. Globalization

Part Two: National Differences

2. National Differences in Political, Economic, and Legal Systems
3. National Differences in Economic Development
4. Differences in Culture
5. Ethics, Corporate Social Responsibility, and Sustainability

Part Three: The Global Trade and Investment Environment

6. International Trade Theory
7. Government Policy and International Trade
8. Foreign Direct Investment
9. Regional Economic Integration

Part Four: The Global Monetary System

10. The Foreign Exchange Market
11. The International Monetary System

Part Five: The Strategy and Structure of International Business

12. Strategy of International Business
13. Entering Developed and Emerging Markets

PART SIX International Business Functions

14. Chapter Fourteen: Exporting, Importing, and Counter trade
15. Chapter Fifteen: Entering developed and emerging markets
16. Chapter Sixteen: Global Marketing and Business Analytics
17. Chapter Seventeen: Global

breathing space to explore topics and incorporate additional activities to complement your teaching.

Build from the ground up, this edition is for faculty and students who value a briefer flexible and integrated resource that is exciting happening focused and applicable! What sets this learning program apart from the competition? An unrivaled focused mixture of exciting content and resources blended with application examples activities and fresh topics that show students what is happening in the world of business today!

CONTENTS**Part One: Business in a Changing World**

1. The Dynamics of Business and Economics
2. Business Ethics and Social Responsibility
3. Business in a Borderless World

Part Two: Starting and Growing a Business

4. Options for Organizing Business
5. Small Business, Entrepreneurship, and Franchising

Part Three: Managing for Quality and Competitiveness

6. The Nature of Management
7. Organization, Teamwork, and Communication
8. Managing Operations and Supply Chain

Part Four: Creating the Human Resource Advantage

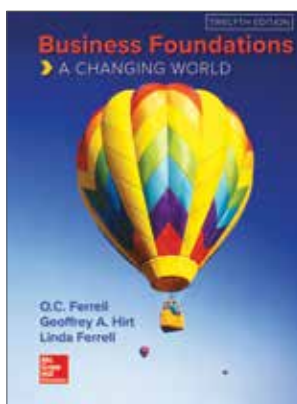
9. Motivating the Workforce
10. Managing Human Resources

Part Five: Marketing — Developing Relationships

11. Customer-Driven Marketing
12. Dimensions of Marketing Strategy
13. Digital Marketing and Social Networking

Part Six: Financing the Enterprise

14. Accounting and Financial Statements
15. Money and the Financial System
16. Financial Management and Security

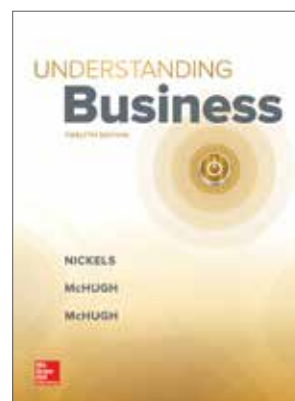
INTRODUCTION TO BUSINESS**Business Foundations:
A Changing World**

O. C. Ferrell, Geoffrey A. Hirt,
Linda Ferrell

Edition: 12
2020©
656 Pages
Print: 9781260565805
Connect: 9781260488784

OVERVIEW

Business Foundations: A Changing World carefully blends the right mix of content and applications to give students a firm grounding in business principles. Where other products have you sprinting through the semester to cover everything, this book allows

**Understanding Business**

William G. Nickels, James
McHugh, Susan McHugh

Edition: 12
2019©
736 Pages
Print: 9781260092332
Connect: 9781260211078

OVERVIEW

Long considered the Gold Standard for introduction to

business courses, this comprehensive, readable text enhances teaching because the experienced author team revises in response to diverse, ever-changing course needs and learning styles. Real-world case studies ensure that students grapple with the most current challenges facing businesspeople today.

FEATURES

- New Mini Simulations within Connect Business — the introduction of auto graded mini-simulations helps students immerse themselves in a business environment, analyze the situation, and apply their knowledge about business strategies to real world business situations.
- New Business Plan Prep Exercises and updated Application Exercises within Connect Business — New to this edition, Business Plan Prep Exercises guide students in applying chapter concepts by the creation of a basic business plan. Application Exercises allow students to practice real business situations, stimulate critical thinking, and reinforce key concepts.
- New Video Cases within Connect Business — We know videos are an important part of the course, which is why new video cases are available within Connect Business. These new clips are filmed specifically for the twelfth edition.
- New “Putting Principles to Work” and updated “Developing Workplace Skills” — A rich set of skill building activities and connection to how concepts play out in the world of work. Every exercise is tagged to the skill: working in teams, analytical thinking, communication, and technology.

CONTENTS

Part One: Business Trends — Cultivating a Business in Diverse, Global Environments

1. Taking Risks and Making Profits within the Dynamic Business Environment
2. Understanding Economics and How It Affects Business
3. Doing Business in Global Markets
4. Demanding Ethical and Socially Responsible Behavior

Part Two: Business Ownership — Starting a Small Business

5. How to Form a Business
6. Entrepreneurship and Starting a Small Business

Part Three: Business Management — Empowering Employees to Satisfy Customers

7. Management and Leadership
8. Structuring Organizations for Today's Challenges

9. Production and Operations Management

Part Four: Management of Human Resources — Motivating Employees to Produce Quality Goods and Services

10. Motivating Employees
11. Human Resource Management — Finding and Keeping the Best Employees
12. Dealing with Union and Employee — Management Issues

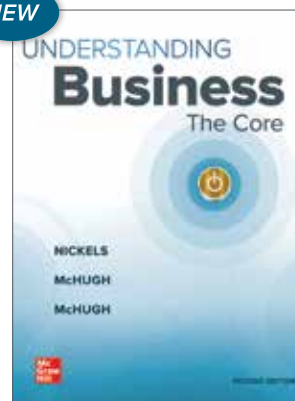
Part Five: Marketing — Developing and Implementing Customer-Oriented Marketing Plans

13. Marketing — Helping Buyers Buy
14. Developing and Pricing Goods and Services
15. Distributing Products
16. Using Effective Promotions
- PART 6 Managing Financial Resources
17. Understanding Accounting and Financial Information
18. Financial Management
19. Using Securities Markets for Financing and Investing Opportunities
20. Money, Financial Institutions, and the Federal Reserve

Bonus Chapters

- A: Working within the Legal Environment
- B: Using Technology to Manage Information
- C: Managing Risk
- D: Managing Personal Finances

NEW



Understanding Business: The Core

William G. Nickels, James McHugh, Susan McHugh

Edition: 2

2021©

640 Pages

Jul 2020

Print: 9781260590777

Connect: 9781264125913

OVERVIEW

Understanding Business: The Core provides a flexible and proven-effective experience that enhances your teaching, improves student performance, and is accessible to all. Its 18-chapter format provides a briefer, value-priced package and delivers a platinum experience that:

- Improves Student Performance— It's the only learning program on the market to offer proven adaptive technology that increases grades by a full letter through Connect® Business, and the only program to offer SmartBook, the learning tool

that prepares students for class by guiding them through readings that you assign.

- Enhances your Teaching—The authors are dedicated to supporting your teaching and your student's learning, which is why they listen to YOU and develop resources based on YOUR suggestions and course needs. This is the only author-team on the market that carefully review each and every resource to ensure cohesion.
- Accessible to All—This learning program has moved toward tighter compliance with the Web Content Accessibility Guidelines, and provides students the opportunity to learn regardless of learning style or disability. What's more, The Core earned a perfect score of 100 points possible by Quality Matters, an independent organization that reviews and certifies the quality of online courses and online components.

FEATURES

- Video Conversations with Chief HR Officers (CHROs), created by the Center for Executive Succession at the Darla Moore School of Business, University of South Carolina, feature video conversations with CHROs from top organizations such as Accenture, Bank of America, Boeing, GE, HP, Merck, and others are tied in to pertinent chapters. In addition, the videos are featured in Connect, along with questions related to chapter content.
- Competing through Sustainability feature has been renamed Competing Through Environmental, Social, and Governance Practices to reflect business emphasis on sustainability through “the triple bottom line” - the simultaneous delivery of positive results for people, planet and profit. Continued updates and emphasis on gender equality, sexual harassment, and discrimination.
- Inclusion of new “hot topics” such as artificial intelligence and robotics.

CONTENTS

Part 1: Business Trends: Cultivating a Business in Diverse, Global Environments

1. Taking Risks and Making Profits within the Dynamic Business Environment
2. Understanding Economics and How It Affects Business
3. Doing Business in Global Markets
4. Demanding Ethical and Socially Responsible Behavior

Part 2: Business Ownership: Starting a Small Business

5. How to Form a Business
6. Entrepreneurship and Starting a Small Business

Part 3: Business Management: Empowering Employees to Satisfy Customers

7. Management and Leadership
8. Structuring Organizations for Today's Challenges
9. Production and Operations Management
10. Motivating Employees

Part 4: Management of Human Resources: Motivating Employees to Produce Quality Goods and Services

11. Human Resource Management: Finding and Keeping the Best Employees
12. Dealing with Union and Employee—Management Issues

Part 5: Marketing: Developing and Implementing Customer-Oriented Marketing Plans

13. Marketing: Helping Buyers Buy
14. Managing the Marketing Mix: Product, Price, Place, and Promotion

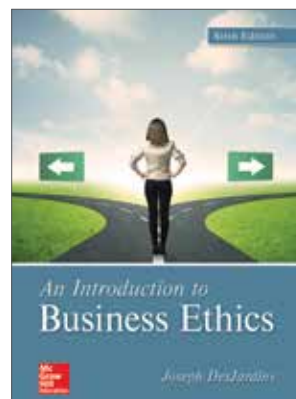
Part 6: Managing Financial Resources

15. Understanding Accounting and Financial Information
16. Financial Management
17. Using Securities Markets for Financing and Investing Opportunities
18. Money, Financial Institutions, and the Federal Reserve

Bonus Chapters (Available within SmartBook with purchase of Connect)

- A: Working Within the Legal Environment
- B: Using Technology to Manage Information
- C: Managing Risk
- D: Managing Personal Finances

MANAGEMENT Business Ethics



An Introduction to Business Ethics

Joseph DesJardins

Edition: 6

2020©

304 Pages

Print: 9781260548082

Connect: 9781260687347

OVERVIEW

Since its inception *An Introduction to Business Ethics* by Joseph DesJardins has been a cutting-edge resource for the business ethics course. DesJardins' unique multidisciplinary approach offers critical analysis and integrates the perspective of philosophy with management law economics and public policy providing a clear concise yet reasonably comprehensive introductory survey of the ethical choices available to us in business.

In this sixth edition, there is new coverage of contemporary issues as ethical decision-making, philanthropic CSR, and the business case for sustainability provides an inclusive context of business ethics.

CONTENTS

1. Why Study Ethics?
2. Ethical Theory and Business
3. Corporate Social Responsibility
4. Corporate Culture, Governance, and Ethical Leadership
5. The Meaning and Value of Work
6. Moral Rights in the Workplace
7. Employee Responsibilities
8. Marketing Ethics: Advertising and Digital Marketing
9. Marketing Ethics: Advertising and Digital Marketing
10. Sustainability and the Natural Environment
11. Workplace Diversity and Discrimination
12. International Business and Globalization

that students may encounter at all stages of their careers.

CONTENTS

Part 1: Defining Business Ethics

1. Understanding Ethics
2. Defining Business Ethics

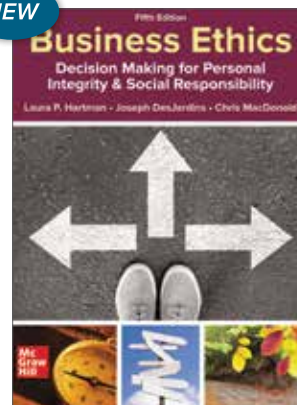
Part 2: The Practice of Business Ethics

3. Organizational Ethics
4. Corporate Social Responsibility
5. Corporate Governance
6. The Role of Government
7. Blowing the Whistle
8. Ethics and Technology

Part 3: The Future of Business Ethics

9. Ethics and Globalization
10. Making it Stick: Doing What's Right in a Competitive Market

NEW



Business Ethics: Decision Making for Personal Integrity & Social Responsibility

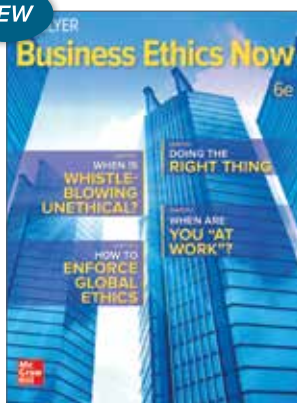
Laura P. Hartman, Joseph R. DesJardins, Chris MacDonald

Edition: 5
2021©
576 Pages
Print: 9781260575811
Connect: 9781260512915

OVERVIEW

Business Ethics: Decision Making for Personal Integrity; Social Responsibility 5e prepares students to apply an ethical decision-making model to make sound business decisions.; This model teaches students ethical skills, vocabulary, and tools to apply in everyday business decisions and throughout their business courses. The authors' goal is to engage students by focusing on relevant and interesting cases and business scenarios and then asking them to look at the issues from an ethical perspective. Additionally, its focus on AACSB requirements makes it a comprehensive business ethics text for business school courses. Practical applications throughout the text show how theories relate to the real world. The 5th edition features thoroughly updated statistics and coverage of timely issues and dilemmas throughout the text.

NEW



Business Ethics Now

Andrew Ghillyer

Edition: 6
2021©
256 Pages
Print: 9781260575736
Connect: 9781260414073

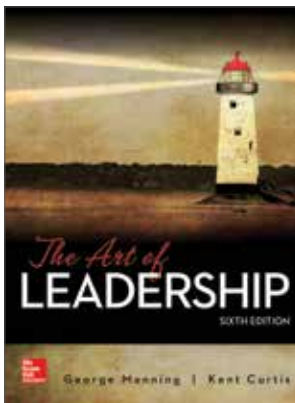
OVERVIEW

What Should I Do? is the cornerstone question for a multitude of ethical considerations - and the basis for this text. How we function when ethical challenges arrive in our "real" lives is the framework for Andrew Ghillyer's *Business Ethics Now*

This application-based text takes the theory of business ethics and applies it to the realistic scenarios

CONTENTS

1. Ethics and Business
2. Ethical Decision Making: Personal and Professional Contexts
3. Philosophical Ethics and Business
4. The Corporate Culture - Impact and Implications
5. Corporate Social Responsibility
6. Ethical Decision Making; Employer Responsibilities and Employee Rights
7. Ethical Decision Making; Technology and Privacy in the Workplace
8. Ethics and Marketing
9. Business and Environmental Sustainability
10. Ethical Decision Making: Corporate Governance, Accounting, and Finance

Leadership**Art of Leadership**

George Manning, Kent Curtis

Edition: 6

2019©

576 Pages

Print: 9781260092660

Connect: 9781260140170

OVERVIEW

The Art of Leadership, 6th edition, is based on two ideas:

- Leadership will take place to the extent the leader cares about the work to be done. Equally important, the leader must care about people. Neither of these qualities is sufficient without the other, and neither can be false. People know when the leader cares. When the leader is committed to the task and is concerned about people, these qualities serve as magnets and motivators to followers, and their potential for achievement becomes enormous.
- Leadership is an art that can be developed through mastery of nine key areas of success. The successful leader must possess knowledge and skills in the following areas: understanding leadership variables, the power of vision, the importance of ethics, the empowerment of people, leadership principles, understanding people, multiplying effectiveness, developing others, and performance management.

CONTENTS**Preface:**

The Importance of Leadership — Setting the Stage

Part One: Leadership Variables

2. The Leadership Equation
3. Leadership Qualities, Characteristics of Followers, and Situational Factors

Part Two: The Power of Vision

4. The Importance of Vision & the Motive to Lead
5. Organizational Climate

Part Three: The Importance of Ethics

6. Leadership Ethics
7. The Role of Values and Ethics at Work

Part Four: The Empowerment of People

8. Leadership Authority
9. Empowerment

Part Five: Leadership Principles

10. Effective Leadership and Human Relations
11. The Team Concept

Part Six: Understanding People

12. Human Behavior and the Art of Persuasion
13. The Diversity Challenge

Part Seven: Multiplying Effectiveness

14. Effective Delegation and How to Assign Work
15. The Role of Personality

Part Eight: Developing Others

16. The Leader as Coach
17. Helping People through Change and Burnout Prevention

Part Nine: Performance Management

18. Managing Performance
19. Professional Performance & Sustaining Discipline
20. The Road Ahead: Challenge and Charge

**Leadership:
Enhancing the Lessons
of Experience**Richard L. Hughes,
Robert C. Ginnett,
Gordon J. Curphy

Edition: 9

2019©

784 Pages

Print: 9781260092530

Connect: 9781260167627

OVERVIEW

Leadership: Enhancing the the Lessons of Experience, 9e, consists of 16 chapters, four of which cover specific leadership skills and qualities covered in each of the

book's four sections. Hughes, Ginnett, and Curphy draw upon three different types of literature — empirical studies; interesting anecdotes, stories, and findings; and leadership skills — to create a text that is personally relevant, interesting, and scholarly.

The authors' unique quest for a careful balancing act of leadership materials helps students apply theory and research to their real-life experiences. The 9th edition has been thoroughly updated in virtually every chapter.

FEATURES

- Added numerous new Highlights as well as the elimination of those that had become dated and/or less central to the material in their respective chapters. Examples of the new Highlights include bullying bosses, gender stereotyping, and possible evolutionary roots to the pull toward greater organizational transparency.
- New Profiles in Leadership covering leaders as diverse as Sheikh Zayed, founder of the United Arab Emirates; Stan Lee, who was the creative genius behind Marvel Comics; and Lin-Manuel Miranda, whose musical *Hamilton* became a Broadway phenomenon.
- Chapter 9 is now titled "Motivation, Performance and Effectiveness", it includes the five motivational theories from before along with a detailed description of the performance management cycle (planning, monitoring, and evaluating performance) as well as common ways to measure team and organizational effectiveness.

CONTENTS

Part One: Leadership Is a Process, Not a Position

1. What Do We Mean by Leadership?
2. Leader Development
3. Skills for Developing Yourself as a Leader

Part Two: Focus on the Leader

4. Power and Influence
5. Values, Ethics, and Character
6. Leadership Attributes
7. Leadership Behavior
8. Skills for Building Personal Credibility and Influencing Others

Part Three: Focus on the Followers

9. Motivation, Performance, and Effectiveness
10. Satisfaction, Engagement, and Potential
11. Groups, Teams, and Their Leadership
12. Skills for Developing Others

Part Four: Focus on the Situation

13. The Situation
14. Contingency Theories of Leadership

15. Leadership and Change
16. The Dark Side of Leadership
17. Skills for Optimizing Leadership as Situations Change

ORGANIZATIONAL BEHAVIOR



M: Organizational Behavior

Steven McShane, Mary Ann, Von Glinow

Edition: 4
2019©
384 Pages
Print: 9781260092318
Connect: 9781260157598

OVERVIEW

M: Organizational Behavior, 4th edition by McShane and Von Glinow delivers essential OB knowledge in an accessible, student-focused style. Students learn the latest concepts and associated workplace practices, with real-world examples to demonstrate their relevance. This book builds on the strengths of the main textbook, including a strong literature foundation, excellent readability, meaningful exhibits, and a global representation of examples. Through Connect, students also have access to dozens of self-assessments and learning activities. Our most affordable offering, this book also adopts the view that OB is for everyone in organizations, not just for managers.

All chapters have new examples and either new or revised factoids; most chapters have new conceptual content or literature foundation. The most substantial changes have occurred in Chapter 1 (Introduction to OB), Chapter 4 (workplace emotions, attitudes, and stress), Chapter 6 (decision making and creativity), Chapter 8 (communication), and Chapter 10 (conflict and negotiation).

CONTENTS

Part One: Introduction

1. Introduction to the Field of Organizational Behavior

Part Two: Individual Behavior and Processes

2. Individual Behavior, Personality, and Values
3. Perceiving Ourselves and Others in Organizations

4. Workplace Emotions, Attitudes, and Stress
5. Employee Motivation
6. Decision Making and Creativity

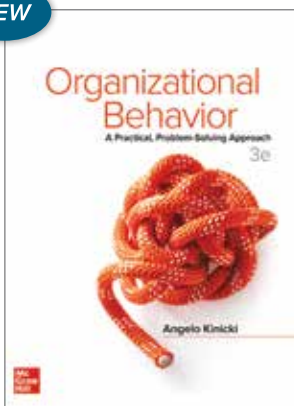
Part Three: Team Processes

7. Team Dynamics
8. Communicating in Teams and Organizations
9. Power and Influence in the Workplace
10. Conflict and Negotiation in the Workplace
11. Leadership in Organizational Settings

Part Four: Organizational Processes

12. Designing Organizational Structures
13. Organizational Culture
14. Organizational Change

NEW



Organizational Behavior: A Practical, Problem- Solving Approach

Angelo Kinicki, Mel Fugate

Edition:3

2021©

704 Pages

Print: 9781260570373

Connect: 9781260142075

OVERVIEW

Kinicki, Organizational Behavior 3e develops students' problem-solving skills through a unique, consistent, integrated 3-step Problem-Solving Approach that lets them immediately put research-based knowledge into practice in their personal and professional lives. Organizational Behavior 3e;explicitly addresses OB implications for students' core career readiness skills, showing how OB provides them with the higher-level soft skills employers seek, such as problem solving, critical thinking, leadership and decision making. The understanding and application of OB theories and concepts provides tremendous value to students' lives today and throughout their careers.

FEATURES

- Legal and Ethical Challenges provide a concluding exercise in each chapter and ask students to choose from several courses of action or invent their own to resolve a business situation involving ethics at work.
- Problem-Solving Application Cases at the end of each chapter, provide a complex and current case with one or more problems that pertain to concepts discussed in the chapter.
- Takeaways for Me and Takeaway for Managers conclude each chapter, explaining in direct terms

practical applications of the chapter content from the student's perspective.

- Problem-Solving Application boxes provide a mini case for students to analyze, using the 3-Step Problem-Solving Approach.
- Applying OB boxes offer students "how-to" guidance on applying their knowledge in their lives. The importance of career readiness is stressed in many of these boxes throughout, indicated with the subtitle "Building Workplace Skills."
- The importance of Career Readiness is stressed throughout to address employers' concerns that students are graduating without the necessary critical thinking and problem-solving skills to be career ready. OB 3e is the only product that develops students problem-solving skills through a unique, consistent 3-Step Problem-Solving Approach that relies on the "Organizing Framework for Understanding and Applying OB" to help students create and apply linkages among concepts and theories.
- OB in Action boxes illustrate OB concepts or theories in action in the real world, featuring well-known companies and individuals.
- Self-Assessments help students relate what they are learning to their own experience and promote self-reflection, engagement, and development of their career readiness. The Self-Assessments, referenced in the text, are included in our new Application-Based Activities in Connect. Over half of the 60 Self-Assessments Self-Assessment pertain to career readiness competencies. These Self-Assessments are auto-scored and provide immediate feedback

CONTENTS

PART ONE: INDIVIDUAL BEHAVIOR

1. Making OB Work for Me
2. Values and Attitudes
3. Individual Differences and Emotions;
4. Social Perception and Managing Diversity
5. Foundations of Employee Motivation;
6. Performance Management
7. Positive Organizational Behavior

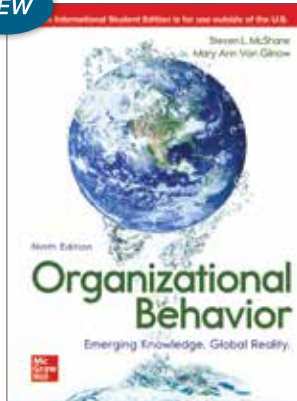
PART TWO: GROUPS

8. Groups and Teams
9. Communication in the Digital Age
10. Managing Conflict and Negotiation
11. Decision Making and Creativity
12. Power, Influence, and Politics;
13. Leadership Effectiveness

PART THREE: ORGANIZATIONAL PROCESSES

14. Organizational Culture, Socialization, and Mentoring
15. Organizational Design, Effectiveness, and Innovation
16. Managing Change and Stress

NEW



Organizational Behavior: Emerging Knowledge. Global Reality

Steven McShane, Glinow,
Mary Ann Von

Edition: 9
2021©
624 Pages
Print: 9781260570656
Connect: 9781264075379

OVERVIEW

Organizational Behavior, 9e by McShane/Von Glinow helps everyone make sense of OB and provides the conceptual tools to work more effectively in the workplace. It emphasizes emerging OB knowledge with globally focused, real-world examples and evidence-based literature; This edition explains how work-life integration is becoming an essential employee practice in the workplace; how social networks generate power and shape communication patterns; how emotions influence employee motivation, attitudes, and decisions; how self-concept is a significant determinant of individual behavior, team cohesion, and leadership; and how adopting a global mindset has become an important employee characteristic in this increasingly interconnected world. This book presents the reality that organizational behavior is not just for managers; it is relevant and valuable to anyone who works in and around organizations.

The McShane and Von Glinow product is acclaimed for:

- Readability, presentation of current knowledge
- Linking OB concepts and theories with reality
- Strong International / Global orientation
- Contemporary Theory Foundation (without the jargon)
- Active Learning and Critical Thinking Support
- Textbook's philosophy OB knowledge is for everyone, not just traditional managers

FEATURES

- New/Updated Content: Almost every chapter in this edition has noticeable updates and

revisions, but the most substantial changes have occurred in Chapter 1 (Introduction to the Field of Organizational Behavior), Chapter 2 (Individual Differences: Personality and Values), Chapter 5 (Foundations of Employee Motivation), Chapter 9 (Communicating in Teams and Organizations), and Chapter 11 (Conflict and Negotiation in the Workplace). Together with dozens of conceptual improvements, this edition replaces most examples with new real-world stories that satisfy our criteria of being relevant, recent, and interesting.

- Active Learning and Critical Thinking Cases and in-class activities - The 9th edition includes more than two dozen case studies in various forms and levels of complexity, as well as four dozen self-assessments, most of which have been empirically tested and validated. Also includes a rich resource for in-class activities, some of which are not available in other organizational behavior books, such as the Kumquat Conflict Role Play, Personal Values Exercise, Bingo Networking, Who's Who?, Employee Involvement Cases, Deciphering the (Social) Network, World Café on the Emerging Workplace, Which Big Five Factors Fit Specific Occupations, Ethics Dilemma Vignettes, Visual Instructions Exercises, and the Cross-Cultural Communication Game.

CONTENTS

Part 1: INTRODUCTION

1. Introduction to the Field of Organizational Behavior

Part 2: INDIVIDUAL BEHAVIOR AND PROCESSES

2. Individual Differences: Personality and Values
3. Perceiving Ourselves and Others in Organizations
4. Workplace Emotions, Attitudes, and Stress
5. Foundations of Employee Motivation
6. Applied Performance Practices
7. Decision Making and Creativity

Part 3: TEAM PROCESSES

9. Ethics and Globalization
8. Team Dynamics
9. Communicating in Teams and Organizations
10. Power and Influence in the Workplace
11. Conflict and Negotiation in the Workplace
12. Leadership in Organizational Settings

Part 4: ORGANIZATIONAL PROCESSES

13. Designing Organizational Structures
14. Organizational Culture
15. Organizational Change

ADDITIONAL CASES

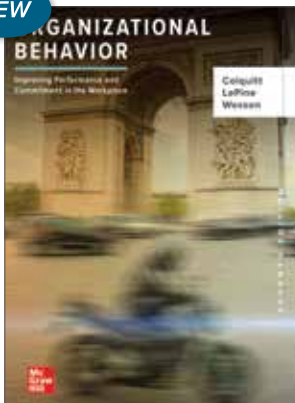
Case 1; Arctic Mining Consultants

Case 2; Going to the X-Stream
 Case 3; Keeping Suzanne Chalmers
 Case 4; The Regency Grand Hotel
 Case 5; Simmons Laboratories
 Case 6; Tamarak Industries
 Case 7; The Outstanding Faculty Award
 Case 8; The Shipping Industry Accounting Team
 Case 9; Verberg Kansen N.V
 Case 10 World Food's Office Renovation

Appendix

A. Theory Building

NEW



Organizational Behavior: Emerging Knowledge. Global Reality

Jason A Colquitt, Jeffery A
LePine, Michael J. Wesson

Edition: 7
 2021©
 608 Pages
 Print: 9781260571509
 Connect: 9781260511192

OVERVIEW

Organizational Behavior 7th edition continues to offer a novel approach using an integrative model and roadmap to illustrate how individual, team, leader, and organizational factors shape employee attitudes, and how those attitudes impact performance and commitment. This model reminds students where they are, where they've been, and where they're going. They include two unique chapters on job performance and organizational commitment. Those topics are critical to managers and students alike, and represent critical outcomes in OB. Each successive chapter then links back to those outcomes, illustrating why OB matters in today's organizations.

FEATURES

- OB On Screen Features - The authors have revised the OB On Screen Features throughout the text to reflect new examples from films. This continued feature helps students apply chapter concepts to situations they have likely seen in the movies.
- Wraparound Cases - The 7th edition has updated their wraparound cases, which reflect current scenarios at companies that are relevant to today's student. New wraparound cases include: Levi's (Chapter 1), Accenture (Chapter 2), Goldman Sachs (Chapter 5), Salesforce (Chapter 7), Marriott (Chapter 9), Whole Foods (Chapter 11), Google

(Chapter 12), GlaxoSmithKline's CEO Emma Walmsley (Chapter 13), Spotify's CEO Daniel Ek (Chapter 14), and HBO (and parent company Time Warner) and many more.

- New & Improved Coverage: We used a more informal, conversational style when writing the book. We also tried to use company examples that students will be familiar with and find compelling. We included insert boxes, self-assessments, and exercises that students should find engaging and entertaining. The new edition has thoroughly refreshed the examples, research, figures, tables, statistics, and photos throughout.

CONTENTS

PART 1 INTRODUCTION TO ORGANIZATIONAL BEHAVIOR

1. What Is Organizational Behavior?
2. Job Performance
3. Organizational Commitment

PART 2 INDIVIDUAL MECHANISMS

4. Job Satisfaction
5. Stress
6. Motivation
7. Trust, Justice, and Ethics
8. Learning and Decision Making

PART 3 INDIVIDUAL CHARACTERISTICS

9. Personality and Cultural Values
10. Ability

PART 4 GROUP MECHANISMS

11. Teams: Characteristics and Diversity
12. Teams: Processes and Communication
13. Leadership: Power and Negotiation
14. Leadership: Styles and Behaviors

PART 5 ORGANIZATIONAL MECHANISMS

15. Organizational Structure
16. Organizational Culture

INTEGRATIVE CASES

NEW



Organizational Behavior: Real Solutions to Real Challenges

Timothy Baldwin, Bill
Bommer, Robert Rubin

Edition: 3
 2021©
 624 Pages
 Print: 9781260570847
 Connect: 9780077637507

OVERVIEW

This new kind of OB product, Organizational Behavior: Real Solutions to Real Challenges, came from our increasing recognition of the challenges faced by former students working in contemporary organizations today. Those graduates tell us that they are ultimately challenged most by the “people problems” in their work. So, we wanted our current students to understand that reality and to exposure them to the best current evidence and thinking about how informed people attack those challenges. Our charge was to create a product that focused on real solutions to real challenges in the real world. We have drawn on many sources including the Management; Organizational Behavior Teaching Society (MOBTS) and the Teaching and Learning Conference (TLC) of the Academy of Management.

Organizational Behavior: Real Solutions to Real Challenges differs from others in three fundamental ways:

1. **Application & Tools – Not Just Concepts and Definitions** . Our goal was to get beyond description to skill development and making real decisions. For example, not just what defines a good group, but how one might make a group function better. Not just a model of motivation but how one might coach someone who is performing poorly. Our goal was to translate descriptions to decisions – from OB concepts to personal action.
2. **Hearing the Voice of the Student- Not Just Covering the Topics of the Discipline**. We began with the key questions, problems, and challenges people face today, and then turned to the existing evidence to build chapters around those problems. Our goal was to include materials and evidence that might be labeled “mission critical.” The product is relatively short to keep students’ attention, rather than attempt to superficially cover the waterfront. Similar to editors of Consumer Reports Magazine, we tested assumptions about what students really read and consume, and what instructors really use.
3. **Contemporary Examples & Cases** Our guiding objective was to present cases and examples that today’s students would view as: • Just in Time • Just Enough • Just for Me. We sought cases and illustrations that are drawn from organizations and contexts that would strike the imagination of today’s students (Generation Z) and have a clear linkage between what they see in their day-to-day lives and what they encounter with our product. We believe the time is now for a skills-based, decision-oriented approach that challenges students to develop real solutions to real challenges. Together,

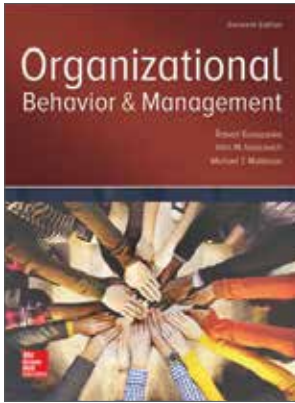
we can redefine OB teaching and foster healthier and more productive workplaces.

FEATURES

- **OB IN ACTION CASES** Each chapter concludes with a case designed to satisfy student desire for examples that are (a) authentic and real world and (b) current and relevant. Cases include: 1. Google: Project Oxygen 2. Pals Sudden-Service Fast Food Chain 3. E-Harmony 4. NetFlix 5. Threadless 6. Tom’s Shoes 7. Asana 8. Uber 9. Spitz International 10. Linked-In 11. IBM & Proctor & Gamble 12. Google: Project Aristotle 13. Microsoft 14. Zappos 15. Amazon
- **OB PLAYBOOKS** An irrefutable aspect of applying skills is to have a good set of tools. Embedded throughout the chapters, OB Playbooks – which are essentially tool kits – give students what they need to become more skilled in the practice of organizational behavior.
- **OB BUZZ** This feature is designed to highlight the most vivid and engaging illustrations we could find to bring concepts to life. Learning theorists use the term “stickiness” to describe learning stimuli that stay with us.
- **OB SKILLS CHALLENGES** Those challenges consist of fundamental and specific questions related to the skill focus of that chapter and help students get beyond just knowing principles to be able to apply their learning to the most common organizational challenges they will face. The answers to those challenges are included in the instructor’s manual.

CONTENTS

1. OB: What it Is and Why It Matters
2. The Central Role of People In Organizations
3. Individual Differences
4. Workplace Stress
5. Problem Solving
6. Organizational Ethics
7. Persuasive Communication
8. Motivation
9. Conflict Negotiation
10. Power Influence
11. Leadership
12. Team Effectiveness
13. Culture Diversity
14. Organizational Structure Design
15. Making Change



Organizational Behavior and Management

Robert Konopaske,
John Ivancevich,
Michael Matteson

Edition: 11
2018©
Print: 9781260083958
Connect: 9781259852480

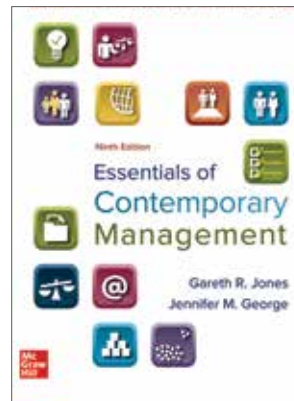
FEATURES

- Known for emphasizing realism and relevance — Hundreds of real-world examples of decisions, business situations, problem solving, successes, and failures are presented. All have been updated or are New.
- Addition of current/relevant topics include — diversity statistics for the U.S. population and workforce over the next 40 years, top global cities and their importance in the worldwide business environment, how to retain Millennials who tend to switch jobs every two years, looking out for Generation Z, which will make its way to the workforce soon; Volkswagen's emissions scandal; companies like Adobe and GE doing away with annual performance reviews; current statistics on workplace violence, sexual harassment, and discrimination cases; increasing numbers of telecommuters and "supercommuters"; current statistics on workplace violence, sexual harassment, and discrimination cases; the WeChat app revolution in China.

CONTENTS

1. Effective Managers Understand Organizational Behavior
2. International and Organizational Culture
3. Individual Differences at Work
4. Perceptions and Attributions
5. Motivation
6. Job Design and Performance
7. Evaluation and Rewards Influence Behavior
8. Managing Employee Behavior
9. Managing Individual Stress
10. Groups and Teams
11. Managing Conflict and Negotiations
12. Power and Politics
13. Communicating Effectively
14. Decision Making
15. Leadership
16. Organizational Structure and Design
17. Managing Organizational Change

Principles Of Management



Essentials of Contemporary Management

Gareth R Jones, Jennifer M George

Edition: 9
2021©
528 Pages
Print: 9781260575996
Connect: 9781260681567

OVERVIEW

Jones and George's, *Essentials of Contemporary Management*, Ninth Edition, provides the most current, concise account of changes taking place in the world of management and management practices while making the text relevant and interesting to students.

It mirrors the changes taking place in today's management practice by incorporating recent developments in management theory and research. This text also provides vivid, current examples of how managers of companies, large and small, address the challenges and opportunities they face and how they can effectively meet them. A hallmark of this text is how the authors infuse real managers who seize opportunities, overcome challenges, and effectively manage and lead their organizations in their Manager as a Person feature, allowing students to see real-life management in action. Central to the books' approach, boxed material is seamlessly integrated into the text and an integral part of the learning experience; it is not disembodied from the chapter narrative.

FEATURES

- Pertinent new research concepts are incorporated throughout. The authors were careful to eliminate outdated or marginal management concepts and focus on recent changes that have the most impact on managers and organizations.
- Chapter 13, Effective Communication has been streamlined to focus on the key components of effective communication at all levels of the organization. Technology discussion has moved to Chapter 14.
- Chapter 14, Operations Management: Managing Operations Processes has been revised to include a discussion of how information and technology

help managers make better decisions, linking this content to the discussion of operations management.

CONTENTS

Part One: Management and Managers

1. One The Management Process Today

Appendix A: History of Management Thought

2. Values, Attitudes, Emotions, and Culture: The Manager as a Person

Part Two: The Environment of Management

3. Managing Ethics and Diversity
4. Managing in the Global Environment

Part Three Planning, Decision Making, and Competitive Advantage

5. Decision Making, Learning, and Creativity
6. Planning, Strategy, and Competitive Advantage

Part Four Organizing and Change

7. Designing Organizational Structure
8. Organizational Control and Change

Part Five Leading Individuals and Groups

9. Motivation
10. Leaders and Leadership
11. Effective Team Management
12. Building and Managing Human Resources

Part Six Controlling Essential Activities and Processes

13. Effective Communication
14. Operations Management: Managing Operations and Processes

Appendix B: Career Development

you and your organization. This bottom-line, results-oriented approach is a unique hallmark of this text. Leadership is also a vital theme and includes working collaboratively toward outstanding results. Their mission to inform, instruct and inspire you to be both a thinker and a doer.

FEATURES

- The Digital World feature offers unique examples of how companies and other users employ digital and social media in ways that supplement and complement ideas in each chapter.
- Social Entrepreneurship boxes have been updated and offer examples illustrating chapter themes from outside the private sector.
- Management in Action, a hallmark feature, presented unfolding three-part current story/cases about today's business leaders and companies.
- The first part, "Manager's Brief" encourages students at the start of each chapter to begin thinking about one or more chapter themes in the context of the current business scene.
- The second Management in Action element, "Progress Report," appears halfway through each chapter and adds more chapter themes to the narrative. At each stage, we offer questions for class discussion, group work, or simply reflection.
- Closing out each unfolding story is "onward," at the end of the chapter. This element includes questions for further consideration and additional research. Most have been updated in the revision and include well-known companies such as: Facebook, Amazon, Uber, Alibaba, Walmart, Accenture, etc.

CONTENTS

PART ONE FOUNDATIONS OF MANAGEMENT

1. Managing and Performing
2. The External and Internal Environments
3. Managerial Decision Making

PART TWO FOUNDATIONS OF MANAGEMENT

4. Planning and Strategic Management
5. Ethics, Corporate Responsibility, and Sustainability
6. International Management
7. Entrepreneurship

PART THREE ORGANIZING: BUILDING A DYNAMIC ORGANIZATION

8. Organization Structure
9. Organizational Agility
10. Human Resources Management
11. Managing the Diverse Workforce

PART FOUR LEADING: MOBILIZING PEOPLE

12. Leadership

NEW



Management: Leading & Collaborating in a Competitive World

Thomas S Bateman, Scott A Snell

Edition: 14
2021©
672 Pages
Print: 9781260570977
Connect: 9781260785579

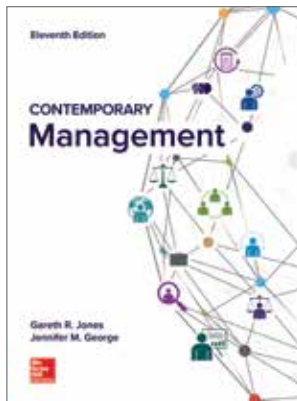
OVERVIEW

The 14th edition of Management: Leading and Collaborating in a Competitive World is written from the perspective of a current or future manager and emphasizes six essential performance dimensions: cost, quality, speed, innovation, service, and sustainability. Throughout the text, the authors remind students that these performance dimensions offer value to customers and competitive advantage to

13. Motivating for Performance
14. Teamwork
15. Communicating

PART FIVE CONTROLLING: LEARNING AND CHANGING

16. Managerial Control
17. Managing Technology and Innovation
18. Creating and Leading Change



Contemporary Management

Gareth R. Jones,
Jennifer M. George

Edition: 11
2020©
608 Pages
Print: 9781260565737
Connect: 9781260488739

OVERVIEW

The 11th edition of Contemporary Management by Jones/George continues to provide students the most current and up-to-date account of the changes taking place in the world of business management.

In this revision, the focus is on making Principles of Management relevant and interesting to today's students — something that we know from instructor and student feedback engages them and encourages them to make the effort necessary to assimilate the text material.

This product mirrors the changes taking place in management practices by incorporating recent developments in management theory, research, and by providing vivid, current examples of how managers of companies large and small have responded to the changes taking place.

CONTENTS

Part One: Management

1. Managers and Managing
2. The Evolution of Management Thought
3. Values, Attitudes, Emotions and Culture: The Manager as a Person

Part Two: The Environment of Management

4. Ethics and Social Responsibility
5. Managing Diverse Employees in a Multicultural Environment
6. Managing in the Global Environment

Part Three: Decision Making, Planning and Strategy

7. Decision Making, Learning, Creativity, and Entrepreneurship
8. The Manager as a Planner and Strategist
9. Value Chain Management: Functional; Strategies for Competitive Advantage

Part Four: Organizing and Controlling

10. Managing Organizational Structure and Culture
11. Organizational Control and Change
12. Human Resource Management

Part Five: Leading Individuals and Groups

13. Motivation and Performance
14. Leadership
15. Effective Groups and Teams

Part Six: Managing Critical Organizational Processes

16. Promoting Effective Communication
17. Managing Conflict, Politics, and Negotiation
18. Using Advanced Information Technology to Increase Performance



M: Management

Thomas S. Bateman,
Scott A. Snell,
Robert Konopaske

Edition: 6
2020©
432 Pages
Print: 9781260565690
Connect: 9781260485295

OVERVIEW

M: Management 6e was written from the ground up to be brief, lean, and flexible enough to enable you to cover just the topics you want at the level of depth you desire, while still maintaining the integrity of the content. Plus, it delivers a variety of real management examples and inspiring green and career-oriented boxes to engage today's students. With market-leading teaching support and the most up-to-date content available, M: Management represents the best value available in the brief Principles of Management market. What sets Bateman/Snell/Konopaske apart? An unrivaled mixture of student-focused current content and the best teaching support around.

CONTENTS

Part One: Introduction

1. Managing Effectively in a Global World
2. The Evolution of Management
3. The Organizational Environment and Culture

Part Two: Planning

4. Ethics and Corporate Responsibility
5. Planning and Decision Making
6. Entrepreneurship

Part Three: Organizing

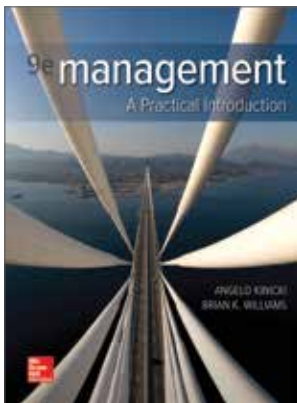
7. Organizing for Success
8. Managing Human Resources
9. Managing Diversity and Inclusion

Part Four: Leading

10. Chapter 10: Leadership
11. Chapter 11: Motivating People
12. Chapter 12: Teamwork
13. Chapter 13: Communicating

Part Five: Controlling

14. Managerial Control
15. Innovating and Changing



Management

Angelo Kinicki,
Brian K. Williams

Edition: 9
2020©
848 Pages
Print: 9781260569964
Connect: 9781259898877

OVERVIEW

Management: A Practical Introduction 9e empowers students to develop the management skills necessary in everyday life through the practical and relevant application of theory. Developed to help students read and learn management with a purpose, it takes a student-centered approach.

The revision introduces a new strategic career readiness theme throughout to address employers' concerns about students graduating without being career ready. It continues to engage students through current examples, imaginative writing, and resources that work. Their unique Teaching Resource Manual offers numerous suggestions for creating a discussion-oriented, experiential classroom.

CONTENTS

Part One: Introduction

1. The Exceptional Manager — What You Do, How You Do It
2. Management Theory — Essential Background for the Successful Manager

Part Two: The Environment of Management

3. The Manager's Changing Work Environment & Ethical Responsibilities — Doing the Right Thing
4. Global Management — Managing across Borders

Part Three: Planning

5. Planning — The Foundation of Successful Management
6. Strategic Management — How Exceptional Managers Realize a Grand Design; Learning Module: Entrepreneurship
7. Individual and Group Decision Making — How Managers Make Things Happen

Part Four: Organizing

8. Organizational Culture, Structure, and Design — Building Blocks of the Organization
9. Human Resource Management — Getting the Right People for Managerial Success
10. Organizational Change and Innovation — Lifelong Challenges for the Exceptional Manager

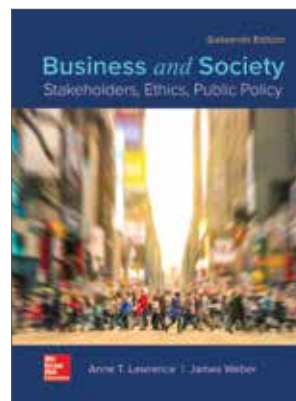
Part Five: Leading

11. Managing Individual Differences and Behavior — Supervising People as People
12. Motivating Employees — Achieving Superior Performance in the Workplace
13. Groups and Teams — Increasing Cooperation, Reducing Conflict
14. Power, Influence, and Leadership — From Becoming a Manager to Becoming a Leader
15. Interpersonal and Organizational Communication — Mastering the Exchange of Information

Part Six: Controlling

16. Control Systems and Quality Management — Techniques for Enhancing Organizational Effectiveness

Special Topics In Management



Business and Society: Stakeholders Ethics Public Policy

Anne T. Lawrence,
James Weber

Edition: 16
2020©
608 Pages
Print: 9781260565607
Connect: 9781260140460

OVERVIEW

Business and Society Working Together In a world economy that is becoming increasingly integrated and interdependent the relationship between business and society is becoming ever more complex. The globalization of business the emergence of civil society organizations in many nations and new government regulations and international agreements have significantly altered the job of managers and the nature of strategic decision making within the firm. This 16th Edition draws on the latest research to address the challenges facing business organizations and their stakeholders. The text builds on its legacy of market leadership by re-examining central issues.

FEATURES

- New discussion of theoretical advances in stakeholder theory, corporate citizenship, public affairs management, public and private regulation, corporate governance, social and environmental auditing, social investing, reputation management, business partnerships, supply chain codes of conduct, social entrepreneurship, and corporate philanthropy.
- New treatment of practical issues, such as social networking, artificial intelligence and robotics, gender diversity, political advertising and campaign contributions, public and media relations, well as the latest developments in the regulatory environment in which businesses operate.
- New discussion cases and full-length cases on such timely topics as the role of business in the unfolding opioid crisis, Wells Fargo's unauthorized consumer accounts, the Volkswagen diesel emissions scandal, the aftermath of the BP disaster in the Gulf of Mexico, the business response to the movement for school safety, LaFarge's dealings in the Syrian war zone, the potential regulation of Facebook in the United States and Europe, the rise of autonomous vehicles, law enforcement access to mobile phone data, business response to the threat to "Dreamers," IKEA's sustainable supply chain, Salesforce's integrated philanthropy, and social media criticism of United Airlines.

CONTENTS

Part One: Business in Society

1. The Corporation and Its Stakeholders
2. Managing Public Issues and Stakeholder Relationships
3. Corporate Social Responsibility and Citizenship
4. Business in a Globalized World

Part Two: Business and Ethics

5. Ethics and Ethical Reasoning

6. Organizational Ethics

Part Three: Business and Public Policy

7. Business Government Relations
8. Influencing the Political Environment

Part Four: Business and the Natural Environment

9. Sustainable Development and Global
10. Managing for Sustainability

Part Five: Business and Technology

11. The Role of Technology
12. Regulating and Managing Information Technology

Part Six: Business and Its Stakeholders

13. Shareholder Rights and Corporate Governance
14. Consumer Protection
15. Employees and the Corporation
16. Managing a Diverse Workforce
17. Business and Its Suppliers
18. The Community and the Corporation
19. The Public and Corporate Reputation

Cases in Business and Society

1. Profiting from Pain — Business and the U.S. Opioid Epidemic
2. Wells Fargo's Unauthorized Customer Accounts
3. The Carlson Company and Protecting Children in the Global Tourism Industry
4. BP Blowout — The Aftermath of the Gulf Oil Disaster
5. Google and the Right to Be Forgotten
6. General Motors and the Ignition Switch Recalls
7. The Upper Big Branch Mine Disaster
8. After Rana Plaza
9. The Boycott of Stolichnaya Vodka



Essentials of Negotiation

Roy J Lewicki, Bruce Barry,
David M Saunders

Edition: 7

2020©

336 Pages

Print: 9781260570458

Connect: 9781260512557

OVERVIEW

Essentials of Negotiation, 7e is a condensed version of the main text, Negotiation, 8e. It explores the major concepts and theories of the psychology of bargaining and negotiation, and the dynamics of interpersonal and inter-group conflict and its resolution. Twelve

of the 20 chapters from the main text have been included in this edition, several chapters having been condensed for this volume. Those condensed chapters have shifted from a more research-oriented focus to a more fundamental focus on issues such as critical negotiation sub processes, multiparty negotiations, and the influence of international and cross-cultural differences on the negotiation process.

FEATURES

- Learning objectives are now included at the beginning of each chapter and as well as an outline of the key sections of each chapter.
- The content in some of the chapters has been reorganized and rewritten to present the material more coherently and effectively.
- The entire book has been revised and updated. The authors reviewed every chapter, utilizing extensive feedback from faculty who have used previous editions of the book.

CONTENTS

1. The Nature of Negotiation
2. Strategy and Tactics of Distributive Bargaining
3. Strategy and Tactics of Integrative Negotiation
4. Negotiation: Strategy and Planning
5. Ethics in Negotiation
6. Perception, Cognition, and Emotion
7. Communication
8. Finding and Using Negotiation Power
9. Relationships in Negotiation
10. Multiple Parties, Groups, and Teams in Negotiation
11. International and Cross-Cultural Negotiation
12. Best Practices in Negotiations

adapt, and navigate the changing global business landscape and respond to global challenges-making it a market-leader.

The authors retain research and practices over the past decades, and incorporate new and emerging developments affecting international managers to increase students' effectiveness in managing across cultures.

CONTENTS

Part One: Environmental Foundation

1. Globalization and International Linkages
2. The Political, Legal, and Technological Environment
3. Ethics, Social Responsibility, and Sustainability

Part Two: The Role of Culture

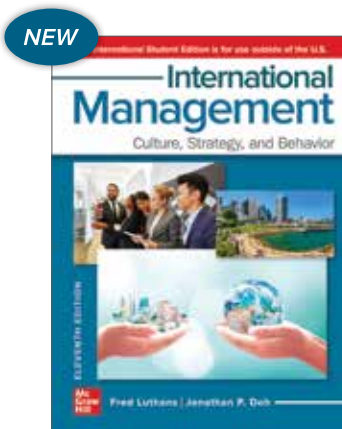
4. The Meanings and Dimensions of Culture
5. Managing Across Cultures
6. Organizational Cultures and Diversity
7. Cross-Cultural and Negotiation

Part Three: International Strategic Management

8. Strategy Formulation and Implementation
9. Entry Strategies and Organizational Structures
10. Managing Political Risk, Government Relations, and Alliances
11. Management Decision and Control

Part Four: Organizational Behavior and Human Resource Management

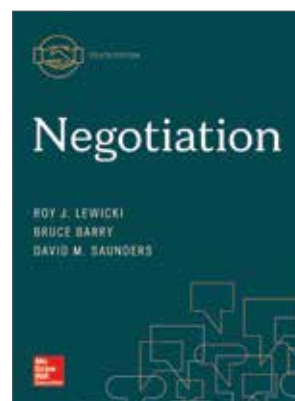
12. Motivation across Cultures
13. Leadership across Cultures
14. Human Resource Selection and Development across Cultures



International Management: Culture, Strategy, and Behavior
Fred Luthans, Jonathan Doh
Edition: 11
2021©
704 Pages
Print: 9781260570533
Connect: 9781260563917

OVERVIEW

International Management: Culture, Strategy, and Behavior reflect new and emerging developments influencing international managers. With integrated real-world examples, research, and practical applications, students understand how to adjust,



Negotiation

Roy J. Lewicki,
David M. Saunders,
Bruce Barry
Edition: 8
2020©
704 Pages
Print: 9781260565591
Connect: 9781260479126

OVERVIEW

Negotiation is a critical skill needed for effective management. This edition explores the major concepts and theories of the psychology of bargaining and negotiation and the dynamics of interpersonal and intergroup conflict and its resolution. It is relevant to a broad spectrum of management students, not only

human resource management or industrial relations candidates.

FEATURES

- The entire book has been revised and updated. The authors reviewed every chapter, utilizing extensive feedback from faculty who have used previous editions of the book.
- The content in some of the chapters has been reorganized and rewritten to present the material more coherently and effectively.
- Learning objectives are now included at the beginning of each chapter and as well as an outline of the key sections of each chapter.

CONTENTS

Part One: Negotiation Fundamentals

1. The Nature of Negotiation
2. Strategy and tactics of Distributive Bargaining
3. Strategy and tactics of Integrative Negotiation
4. Negotiation — Strategy and Planning
5. Ethics in Negotiation

Part Two: Negotiation and Sub Processes

6. Perception, Cognition, and Emotion
7. Communication
8. Finding and Using Negotiation Power
9. Influence

Part Three: Negotiation Contexts

10. Relationships in Negotiation
11. Agents, Constituencies, Audiences
12. Coalitions
13. Multiple Parties, Groups, and Teams in Negotiation

Part Four: Individual Differences

14. Individual Differences I — Gender and Negotiation
15. Individual Differences II — Personality and Abilities

Part Five: Negotiation and Cultures

16. International and Cross-Cultural Negotiation

MANAGEMENT INFORMATION SYSTEM

NEW



Business Driven Info Systems

Paige Baltzan, Amy Phillips

Edition:7

2021©

560 Pages

Print:9781260570854

Connect:9781260736649

OVERVIEW

The seventh edition of Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs. Business Driven Information Systems is designed to give students the ability to understand how information technology can be a point of strength for an organization.

FEATURES

- Every chapter has been updated to include current and relevant content, ie. - Chapter 2: new material on robotics, analytical analysis of employee turnover, and more. Chapter 3: new material on heat maps, website traffic analytics, online food delivery, and more. Chapter 4: new material on ethical hackers, ransomware, and more. Please see specific Chapter Update list for more.
- NEW Data analytics boxes in every chapter. These new Apply Your Knowledge Analytics boxes will engage students as they grapple with the challenges they are going to face in the data-driven business world.
- NEW Appendix D - Emerging Trends and Technologies. New appendix detailing trend analysis, future trends, future technologies, ambient digital experience, 3D printing, Information of Everything (IoE), machine learning, autonomous agents, real-time adaptive security, and autonomic computing.

CONTENTS

Module 1: Business Driven MIS

1. Management Information Systems — Business Driven MIS
2. Decisions and Processes — Value Driven Business
3. E business — Electronic Business Value
4. Ethics and Information Security — MIS Business Concerns

Module 2: Technical Foundations of MIS

5. Infrastructures: Sustainable Technologies
6. Data — Business Intelligence
7. Networks — Mobile Business

Module 3: Enterprise MIS

8. Enterprise Applications — Business Communications
9. Systems Development and Project Management — Corporate Responsibility

APPENDIX

Appendix A Hardware and Software Basics
Appendix B Networks and Telecommunications
Appendix C Designing Databases
Appendix D Emerging Trends & Technology
Apply Your Knowledge
Glossary



Business Driven Technology

Paige Baltzan

Edition: 8
2020©
608 Pages
April 2019
Print: 9781260548105
Connect: 9781260425215

OVERVIEW

Business Driven Technology 8e provides the ultimate flexibility in tailoring content to the exact needs of your MIS or IT course! This edition offers flexibility to customize according to your needs and the course and student needs by covering essential concepts and topics in the five core units while providing additional in-depth coverage in the business and the technology plug-ins.

Plug-ins are fully developed modules of text that include student learning outcomes case studies business vignettes and end-of-chapter material such as key terms individual and group questions and projects and case study exercises.

Each chapter and plug-in is independent so you can:

- Cover any or all of the chapters as they suit your purpose.
- Cover any or all of the business plug-ins as they suit your purpose.
- Cover any or all of the technology plug-ins as they suit your purpose.
- Cover the plug-ins in any order you wish.

CONTENTS

1. Business Driven Technology
2. Identifying Competitive Advantages
3. Strategic Initiatives for Implementing Competitive Advantages
4. Measuring The Success of Strategic Initiatives
5. Organizational Structures That Support Strategic Initiatives
6. Valuing and Storing Organizational Information — Databases
7. Accessing Organizational Information — Data Warehouses
8. Understanding Big Data and Its Impact on Business
9. Enabling The Organization — Decision Making
10. Extending The Organization — Supply Chain Management
11. Building A Customer-Centric Organization — Customer Relationship Management
12. Integrating The Organization from End to End — Enterprise Resource Planning
13. Creating Innovative Organizations
14. E business
15. Integrating Wireless Technology in Business
16. Developing Software to Streamline Operations
17. Methodologies for Supporting Agile Organizations
18. Managing Organizational Projects



M: Information Systems

Paige Baltzan

Edition: 5
2020©
336 Pages
March 2019
Print: 9781260566369
Connect: 9781260427592

OVERVIEW

Baltzan; M: Information Systems is a visual magazine format designed to engage your students from the start! Saturated with fascinating sometimes hard-

to-believe real examples will keep them reading throughout the course. Baltzan's approach discusses various business initiatives first and how technology supports those initiatives second.

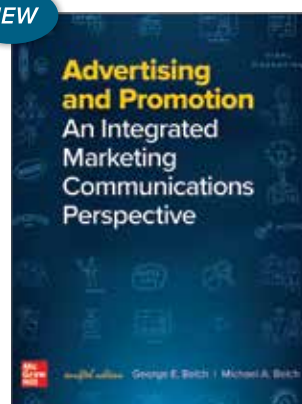
The premise for this unique approach is that business initiatives drive technology choices in a corporation. Therefore, every discussion addresses the business needs first and addresses the technology that supports those needs second. This approach takes the difficult and often intangible MIS concepts brings them down to the student's level and applies them using a hands-on approach to reinforce the concepts.

CONTENTS

- Part One: Achieving Business Success
- Part Two: Exploring Business Intelligence
- Part Three: Streamlining Business Operations
- Part Four: Building Innovation
- Part Five: Transforming Organizations

MARKETING Advertising

NEW



Advertising and Promotion: An Integrated Marketing Communications Perspective

George E. Belch, Michael A. Belch

Edition: 12

2021©

848 Pages

Print: 9781260570991

Connect: 9781260796391

OVERVIEW

To effectively plan, implement, and evaluate Integrated Marketing Communications (IMC) programs, one must understand the overall marketing process, consumer behavior, and communications theory. Belch/Belch's Advertising and Promotion: An Integrated Marketing Communications Perspective draws from the authors' extensive research in advertising, consumer behavior, communications, marketing, sales promotion, and other fields to give students a basis for understanding the marketing communications process, how it influences consumer decision making, and how to develop promotional strategies.

In addition to thorough coverage of advertising, Belch's eleventh edition has chapters on sales

promotion, direct marketing, the Internet including social media and mobile marketing, support media such as outdoor advertising, product placement and integration, and publicity/public relations, with emphasis on the integration of advertising with other promotional-mix elements and the need to understand their role and overall contribution.

CONTENTS

Part 1: An Introduction to Integrated Marketing Communications

1. An Introduction to Integrated Marketing Communications
2. The Role of IMC in the Marketing Process

Part 2: Integrated Marketing Communications Program Situation Analysis

3. Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations
4. Perspectives on Consumer Behavior

Part 3: Analyzing the Communication Process

5. The Communication Process
6. Source, Message, and Channel Factors

Part 4: Objectives and Budgeting for Integrated Marketing Communications Programs

7. Establishing Objectives and Budgeting for the Promotional Program

Part 5: Developing the Integrated Marketing Communications Program

8. Creative Strategy: Planning and Development
9. Creative Strategy: Implementation and Evaluation
10. Media Planning and Strategy
11. Evaluation of Media: Television and Radio
12. Evaluation of Media: Magazines and Newspapers
13. Support Media
14. Direct Marketing
15. The Internet: Digital and Social Media
16. Sales Promotion
17. Public Relations, Publicity, and Corporate Advertising

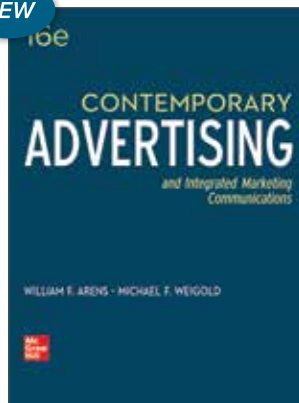
Part 6: Monitoring, Evaluation, and Control

18. Measuring the Effectiveness of the Promotional Program

Part 7: Special Topics and Perspectives

19. International Advertising and Promotion
20. Regulation of Advertising and Promotion
21. Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotion
22. Personal Selling (Online)

NEW



Contemporary Advertising

William Arens,
Michael Weigold,
Christian Arens

Edition: 16

2021©

736 Pages

Print: 9781260570830

Connect: 9781260735352

OVERVIEW

This product is the “big version” (18 chapters) intended for courses in Advertising and Integrated Marketing Communication. The course is taken by students in liberal arts, journalism, mass communication, and business programs. However, due to its practical, hands-on approach, depth of coverage, and marketing management emphasis, it is also widely used in university extension courses, and courses on advertising management. The wealth of award-winning advertisements also makes it a resource guide to the best work in the field for students in art and graphic design courses.

The rate of change in advertising and IMC over the past several years has been MASSIVE, so this revision is the most significant to date. All data, examples, statistics, images and vignettes updated to reflect the latest information available. There is also significantly more coverage of digital and social media, consumer privacy and data protection, ethics, diversity and global.

CONTENTS

Part One: What are Advertising and Integrated Marketing Communications?

1. Advertising and IMC Today
2. The Big Picture: The Functions of Advertising and Its Evolution
3. The Big Picture: Economic, Ethical, and Regulatory Aspects
4. The Scope of Advertising: From Local to Global

Part Two: Planning the Campaign

5. Marketing and Consumer Behavior: The Foundations of IMC
6. Market Segmentation and the Marketing Mix: Determinants of Campaign Strategy
7. Research: Gathering Information for IMC Planning
8. Marketing and IMC Planning

9. Planning Media Strategy: Disseminating the Message
10. Creative Strategy and the Creative Process

Part Three: Executing and Evaluating the Campaign

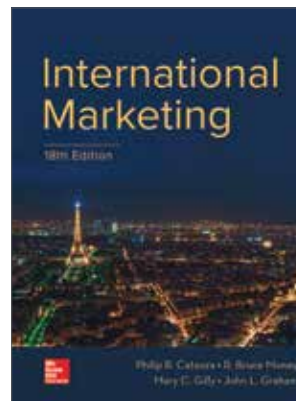
11. Creative Execution: Art and Copy
12. Advertising in Print Media
13. Using Electronic Media: Television and Radio
14. Using Digital Interactive Media
15. Social Media
16. Using Out-of-Home, Exhibitive, and Supplementary Media
17. Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion
18. Relationship Building: Public Relations, Sponsorship, and Corporate Advertising

Epilogue: Repositioning a Brand

Appendix A: Marketing Plan Outline

Appendix B: Advertising Plan Outline

International Marketing



International Marketing

Philip R. Cateora,
John Graham, Mary C. Gilly

Edition: 18

2020©

704 Pages

April 2019

Print: 9781260547870

Connect: 9781260665505

OVERVIEW

Pioneers in the field, Cateora, Gilly, and Graham continue to set the standard in this 18th edition of International Marketing with their well-rounded perspective of international markets that encompass history, geography, language, and religion as well as economics, which helps students see the cultural and environmental uniqueness of any nation or region.

The dynamic nature of the international marketplace is reflected in the number of substantially improved and expanded topics in this 18th, including the following over 100 new academic articles and their findings. All data, text, photos and images have been updated for currency, as has the corresponding content within McGraw-Hill Education's Connect with adaptive SmartBook.

Additional updates include — **NEW Cases:** New cases accompany the 18e, enlivening the material in the book and class discussions while broadening a student's critical thinking skills. These cases bring forth many of the topics discussed in the chapters and demonstrate how these concepts are dealt with in the real world.

Crossing Borders Boxes — These invaluable boxes offer anecdotal company examples. These entertaining examples are designed to encourage critical thinking and guide students through topics ranging from ethical to cultural to global issues facing marketers today.

CONTENTS

Part One: An Overview

1. The Scope and Challenge of International Marketing
2. The Dynamic Environment of International Trade

Part Two: The Cultural Environment of Global Markets

3. History and Geography — The Foundations of Culture
4. Cultural Dynamics in Assessing Global Markets
5. Culture, Management Style, and Business Systems
6. The Political Environment — A Critical Concern
7. The International Legal Environment — Playing by the Rules

Part Three: Assessing Global Market Opportunities

8. Developing a Global Vision through Marketing Research
9. Economic Development and the Americas
10. Europe, Africa, and the Middle East
11. The Asia Pacific Region

Part Four: Developing Global Marketing Strategies

12. Global Marketing Management — Planning and Organization
13. Products and Services for Consumers
14. Products and Services for Businesses
15. International Marketing Channels
16. Integrated Marketing Communications and International Advertising
17. Personal Selling and Sales Management
18. Pricing for International Markets

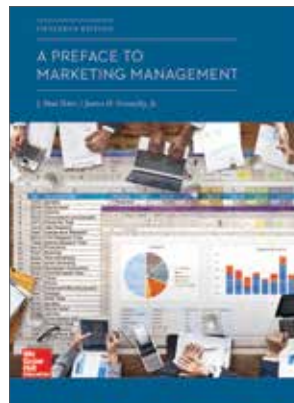
Part Five: Implementing Global Marketing Strategies

19. Inventive Negotiations with International Customers, Partners, and Regulator

Part Six: Supplementary Material

The Country Notebook — A Guide for Developing a Marketing Plan

Marketing Management



A Preface to Marketing Management

J. Paul Peter,
James H. Donnelly Jr

Edition: 15
2019©
288 Pages
Print: 9781260287257

OVERVIEW

Preface to Marketing Management, 15e, is praised in the market for its clear and concise presentation of the basic principles of marketing in such a way that the core concepts and ideas are covered in sufficient depth to ensure understanding. By offering an engaging, clear, and conceptually sound text, this book has been able to maintain its position as a leading marketing management text. The 15th edition serves as an overview for critical issues in marketing management.

CONTENTS

Section One: Essentials of Marketing

Part A — Introduction

1. Strategic Planning and the Marketing Management Process

Part B — Marketing Information, Research, and Understanding

2. Marketing Research — Process and Systems for Decision Making
3. Consumer Behavior
4. Business, Government, and Institutional Buying
5. Market Segmentation

Part C — The Marketing Mix

6. Product and Brand Strategy
7. New Product Planning and Development
8. Integrated Marketing Communications
9. Personal Selling, Relationship Building, and Sales Management
10. Distribution Strategy
11. Pricing Strategy

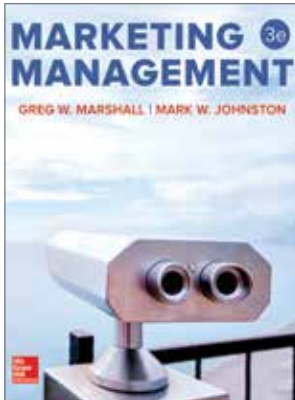
Part D — Marketing in Special Fields

12. The Marketing of Services
13. Global Marketing

Section Two: Analyzing Marketing Problems and Cases

Section Three: Financial Analysis for Marketing Decisions

Section Four: Developing Marketing Plans



Marketing Management

Greg W. Marshall,
Mark W. Johnston

Edition: 3
2019©
464 Pages
Print: 9781260084993
Connect: 9781260157796

OVERVIEW

Greg Marshall and Mark Johnston have taken great effort to represent marketing management the way it is actually practiced in successful organizations today. The 3rd edition, written for today's students in an interesting, lively, professional tone, has received the exclusive endorsement of the American Marketing Association as the recommended key resources for the PCM exam. The content of the 3rd edition reflects the major trends in the managerial practice of marketing, and the pedagogy is crafted around learning and teaching preferences in today's classroom.

The 14 chapter framework, available in both print and digital versions, is perfect for all course timetables and modalities. Marketing Management, 3e, also provides a fully-developed array of application activities both at the end of each chapter and in McGraw-Hill's CONNECT, along with marketing plan project suggestions.

FEATURES

- New Streamlined, Updated Content — The table of contents for the third edition reflects the major trends in the managerial practice of marketing, and the pedagogy is crafted around learning and teaching preferences in today's classroom. The book now contains 14 chapters, specially crafted to be perfect for most course timetables.
- New Management Decision Cases — At the end of each chapter is a brand new case drawn from the business headlines. Students are engaged by

the currency of the problem and asked to develop solutions using chapter material.

- New Marketing Plan Exercises — Each chapter connects that chapter's key content to a semester-long marketing plan project activity. Whether or not a semester marketing plan project is used by the instructor, the marketing plan exercise feature does a great job of tying together important planning concepts for students in a methodical, stepwise manner.
- New Marketing Plan Prep in Connect — Assignable Marketing Plan Activities help students better understanding the elements of a marketing plan through guided activities and examples. There are 5 activities, one per text Part.

CONTENTS

Part One: Discover Marketing Management

1. Marketing in Today's Business Milieu
2. Marketing Foundations: Global, Ethical, Sustainable
3. Elements of Marketing Strategy, Planning, and Competition

Part Two: Use Information to Drive Marketing Decisions

4. Market Research Essentials
5. CRM, Big Data, and Marketing Analytics
6. Understand Consumer and Business Markets
7. Segmentation, Target Marketing, and Positioning

Part Three: Develop the Value Offering — The Product Experience

8. Product Strategy & New Product Development
9. Build the Brand
10. Service as the Core Offering

Part Four: Price and Deliver the Value Offering

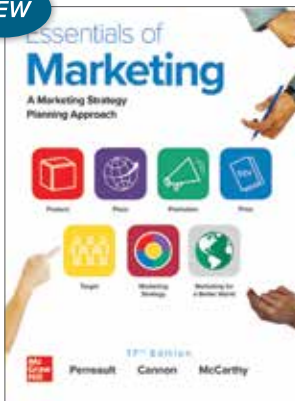
11. Manage Pricing Decisions
12. Manage Marketing Channels, Logistics, and Supply Chain

Part Five: Communicate the Value Offering

13. Promotion Essentials — Digital and Social Media Marketing
14. Promotion Essentials: Traditional Approaches

Marketing Principles

NEW



Essentials of Marketing

William D. Perreault Jr.,
Joseph P. Cannon,
E. Jerome McCarthy

Edition: 17
2021©
768 Pages
Print: 9781260570915
Connect: 9781260736830

OVERVIEW

Essentials of Marketing pioneered an innovative structure—using the "Four Ps" framework first introduced by Jerome McCarthy—with a managerial approach. The 17th edition continues to build both the logic of the Four Ps and its strategy planning approach to support new developments in the field.

Essentials of Marketing prepares students for success by teaching skills through examples, explanations, frameworks, models, classification systems, cases, and practical "how-to" techniques geared toward increasing analytical abilities and helping students figure out how to do a superior job of satisfying customers.

Special topics like services, international marketing, big data, social media, ethics, and more are integrated throughout the text. Additional resources further enhance learning, including Marketing Analytics: Data to Knowledge exercises in Connect, updated and brand new cases, and completely updated instructor supplements.

CONTENTS

1. Marketing's Value to Consumers, Firms, and Society
2. Marketing Strategy Planning
3. Evaluating Opportunities in the Changing Market Environment
4. Focusing Marketing Strategy with Segmentation and Positioning
5. Final Consumers and Their Buying Behavior
6. Business and Organizational Customers and Their Buying Behavior
7. Improving Decisions with Marketing Information
8. Elements of Product Planning for Goods and Services

9. Product Management and New-Product Development
10. Place and Development of Channel Systems
11. Distribution Customer Service and Logistics
12. Retailers, Wholesalers, and Their Strategy Planning
13. Promotion — Introduction to Integrated Marketing Communications
14. Personal Selling and Customer Service
15. Advertising and Sales Promotion
16. Publicity — Promotion Using Earned Media, Owned Media, and Social Media
17. Pricing Objectives and Policies
18. Price Setting in the Business World
19. Ethical Marketing in a Consumer-Oriented World — Appraisal and Challenges

NEW



M: Marketing

Dhruv Grewal, Michael Levy

Edition: 7
2021©
496 Pages
Print: 9781260576009
Connect: 9781260478877

OVERVIEW

M: Marketing is the most concise, impactful approach to Principles of Marketing on the market, with tightly integrated topics that explore both marketing fundamentals and new influencers, all in an engaging format. Authors Grewal and Levy emphasize that even the best products and services will go unsold if marketers cannot communicate their value. A robust suite of instructor resources and a regularly updated author blog provide a steady stream of current, fresh ideas for the classroom.

CONTENTS

1. Overview of Marketing
2. Developing Marketing Strategies and a Marketing Plan;
3. Digital Marketing: Online, Social, and Mobile;
4. Conscious Marketing, Corporate Social Responsibility, and Ethics;
5. Analyzing the Marketing Environment
6. Consumer Behavior;
7. Business-to-Business Marketing;
8. Global Marketing
9. Segmentation, Targeting, and Positioning;

10. Marketing Research
11. Product, Branding, and Packaging Decisions;
12. Developing New Products;
13. Services: The Intangible Product
14. Pricing Concepts for Capturing Value
15. Supply Chain and Channel Management
16. Retailing and Omnichannel Marketing
17. Integrated Marketing Communications;
18. Advertising, Public Relations, and Sales Promotions;
19. Personal Selling and Sales Management

NEW



Marketing

Shane Hunt, John E Mello

Edition: 3

2021©

640 Pages

Print: 9781260575934

Connect: 9781260575934

OVERVIEW

Hunt Marketing emphasizes the universal importance of marketing, in business, but also in the lives of students, despite their major!

The product, the 1st new Principles of Marketing product to be introduced in the past 10 years, was designed with an emphasis on student engagement and relevance, a focus embodied in these four key benefits:

- A career focus, to help students understand how marketing will support whatever career path they choose and how to develop their own personal brand. Features like Career Tips, Executive Perspectives and Today's Professional Interviews make marketing relevant and engaging for the student and can found in every chapter.
- Integration of key topics that are part of the daily fabric of marketing— globalization, social media, ethics, and marketing analytics.; These are covered THROUGHOUT the product and not in a single chapter.
- Seamlessly integrated results-driven technology. Shane Hunt writes all of the Connect application exercises and teaches using Connect every year!; The narrative and Connect content were developed side-by-side, allowing for seamless integration and continuity of coverage.
- The right content for a semester-long course.;

Chapters are direct, concise, and approachable in length and written in an upbeat tone.; In this newest edition, we have moved Personal Selling and Branding to earlier in the narrative.

CONTENTS

PART ONE Marketing in the Twenty-First Century

1. Why Marketing Matters to You
2. Strategic Planning
3. The Global Environment

PART TWO Understanding Your Customer

4. Consumer Behavior
5. Marketing Research
6. Product Development
7. Segmentation, Targeting, and Positioning

PART THREE Reaching Your Customer

8. Promotional Strategies
9. Personal Selling
10. Supply Chain and Logistics Management
11. Pricing
12. Retailing
13. Digital and Social Media Marketing

PART FOUR Responding to Your Customer

14. Branding
15. Customer Relationship Management
16. Social Responsibility and Sustainability

NEW



Marketing

Roger A. Kerin,
Steven W. Hartley

Edition: 15

2021©

800 Pages

Print: 9781260575699

Connect: 9781260471212

OVERVIEW

Marketing, 15th Edition is the most robust principles of marketing solution available, meeting the needs of a wide range of faculty. Marketing focuses on decision making through extended examples, cases, and videos involving real people making real marketing decisions. Their decades of combined experience in the higher education classroom continue to inform the authors' innovative pedagogical approach. Marketing is known for its conversational writing style, ability to engage students through active learning techniques, and vivid descriptions of businesses, marketing professionals, and entrepreneurs, in cases, exercises,

and testimonials that help students personalize marketing and identify possible career interests.

Powerful tools like Connect, SmartBook, and the regularly updated resources at www.kerinmarketing.com make Marketing, 15th Edition the best choice for instructors seeking a rigorous, comprehensive program with balanced coverage of traditional and contemporary concepts.

CONTENTS

Part 1: Initiating the Marketing Process

1. Creating Customer Relationships and Value through Marketing
2. Developing Successful Organizational and Marketing Strategies

Appendix A: Building an Effective Marketing Plan

3. Scanning the Marketing Environment
4. Ethical and Social Responsibility for Sustainable Marketing

Part 2: Understanding Buyers and Markets

5. Understanding Consumer Behavior
6. Understanding Organizations as Customers
7. Understanding and Reaching Global Consumers and Markets

Part 3: Targeting Marketing Opportunities

8. Marketing Research: From Customer Insights to Actions
9. Market Segmentation, Targeting, and Positioning

Part 4: Satisfying Marketing Opportunities

10. Developing New Products and Services
11. Managing Successful Products, Services, and Brands
12. Services Marketing
13. Building the Price Foundation
14. Arriving at the Final Price

Appendix B: Financial Aspects of Marketing

15. Managing Marketing Channels and Supply Chains
16. Retailing and Wholesaling
17. Integrated Marketing Communications and Direct Marketing
18. Advertising, Sales Promotion, and Public Relations
19. Using Social Media and Mobile Marketing to Connect with Consumers
20. Personal Selling and Sales Management

Part 5: Managing the Marketing Process

21. Implementing Interactive and Multi-Channel Marketing
22. Pulling It All Together: The Strategic Marketing Process

Product Management

NEW



New Products Management

C. Merle Crawford,
Benedetto, C. Anthony Di

Edition: 12
2021©
512 Pages
Print: 9781260575088

OVERVIEW

Crawford's New Product Management 12e provides the management approach to teaching new products, with the perspective of marketing. The 12th edition is slimmed down to 18 chapters. This streamlined presentation focuses on the topics that will be of most importance and interest to new product managers. Significant updates can be found throughout, and great pains have been taken to present the "best practices" of industry and relevancy to readers.

While there are some changes in virtually every chapter, some of the most substantial changes are as follows:

1. We retired several cases from the previous edition, wrote many new cases, and thoroughly updated many others. New cases for this edition include: Oculus Rift, Adidas Parley sustainable running shoes, Google Glass, Indiegogo, Tesla, Chipotle, Chick-fil-A, Corporate Social Responsibility at Starbucks, and many others.
2. Examples are substantially updated throughout the text. We try to make use of illustrative examples that will resonate with today's students.
3. Readers will notice new or expanded coverage of portfolio management, value curve creation, the TRIZ method, crowd-sourcing, crowdfunding, observational research, open innovation, organizational structure, 3D modeling, beta testing, sustainable product development, and frugal innovation, among other topics.

CONTENTS

PART ONE Overview and Opportunity Identification/Selection

1. The Strategic Elements of Product Development
2. The New Products Process
3. Opportunity Identification and Selection: Strategic Planning for New Products

PART TWO Concept Generation

4. The Product Concept and Ready-Made New Product Ideas
5. New Product Ideas: The Problem Find-Solve Approach
6. New Product Ideas: Analytical Attribute Approaches

PART THREE Concept/Project Evaluation

7. Concept Evaluation and Testing
8. The Full Screen
9. Sales Forecasting and Financial Analysis
10. Product Protocol

PART FOUR Development

11. Design
12. Development Team Management
13. Product Use Testing

PART FIVE Launch

14. Strategic Launch Planning
15. Implementation of the Strategic Plan
16. Market Testing
17. Launch Management
18. Public Policy Issues

APPENDIXES

- A. Sources of Ideas Already Generated
- B. Other Techniques of Concept Generation

- Designed to be modular—each of the 19 chapters stands independently and can be taught in any order
- An industrial example or case study illustrates every method in the book, with different products used as examples for every chapter.
- This 7e includes updated data and examples throughout with insights from recent research and innovation. Examples SharkNinja cordless vacuum, Philips Sonicare toothbrush, and Wazer desktop waterjet cutter

CONTENTS

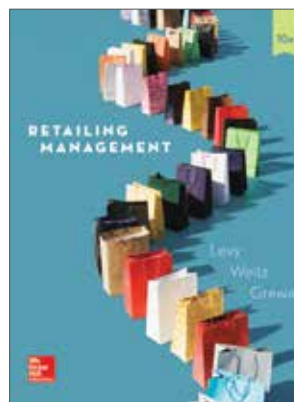
1. Introduction
2. Product Development Process and Organization
3. Opportunity Identification
4. Product Planning
5. Identifying Customer Needs
6. Product Specifications
7. Concept Generation
8. Concept Selection
9. Concept Testing
10. Product Architecture
11. Industrial Design
12. Design for Environment
13. Design for Manufacturing and Supply Chain
14. Prototyping
15. Robust Design
16. Patents and Intellectual Property
17. Service Design
18. Product Development Economics
19. Project Management

Retailing

Retailing Management

Michael Levy,
Barton A Weitz, Dhruv Grewal

Edition: 10
2019©
608 Pages
Print: 9781260084764
Connect: 9781260165548



OVERVIEW

Retailing Management, 10th Edition, highlights the many ways the retail industry has transformed and evolved over the past four years. In keeping with its market-leading tradition, this tenth edition focuses on key strategic issues with an emphasis on

NEW



Product Design and Development

Karl Ulrich, Steven Eppinger,
Maria C. Yang

Edition: 7
2020©
448 Pages
Print: 9781260566437

OVERVIEW

Designed for use in the interdisciplinary courses on product development as well as by practicing professionals Product Design and Development 7e strikes a balanced approach between theory and practice through the authors' emphasis on methods. Features:

financial considerations and implementation through merchandise and store management.

In preparing this edition, the authors focused on five important factors that delineate outstanding retailers:

- The use of big data and analytical methods for decision making.
- The application of social media and mobile channels for communicating with customers and enhancing their shopping experience.
- The issues involved in providing a seamless multichannel experience for customers.
- The engagement in the overarching emphasis on conscious marketing and corporate social responsibility when making business decisions.
- The impact of globalization on the retail industry.

FEATURES

- **Cutting Edge.** While this tenth edition of Retailing Management builds on the basic philosophy of the previous nine editions, every example, fact, and key term has been checked, updated, and/or replaced to ensure our product remains cutting edge and up-to-date.
- **Updated Blog and Newsletter.** Because Marketing and Retailing are changing so rapidly, the authors regularly update a Blog containing relevant, in-the-news content related to the course material. Adopters can subscribe to receive these updates directly in their inbox.
- **Strategic Focus.** With a focus on strategic and tactical issues, Retailing Management also emphasizes financial considerations and implementation through merchandise and store management.

CONTENTS

Section One: The World of Retailing

1. Introduction to the World of Retailing
2. Types of Retailers
3. Multichannel and Omnichannel Retailing
4. Customer Buying Behavior

Section Two: Retailing Strategy

5. Retail Market Strategy
6. Financial Strategy
7. Retail Locations
8. Retail Site Location
9. Information Systems and Supply Chain Management
10. Customer Relationship Management

Section Three: Merchandise Management

11. Managing the Merchandise Planning Process
12. Buying Merchandise
13. Retail Pricing

14. Retail Communication Mix

Section Four: Human Resources and Store Management

15. Human Resources and Managing the Store
16. Store Layout, Design, and Visual Merchandising
17. Customer Service

Section Five: Cases

Services Marketing



Services Marketing

**Valarie Zeithaml,
Mary Jo Bitner,
Dwayne Gremler**

**Edition: 7
2018©
Print: 9781260083521
Connect: 9781259867101**

OVERVIEW

This text introduces readers to the vital role that services play in the economy and its future. Services dominate the advanced economies of the world and virtually all companies view services as critical to retaining their customers.

The 7th edition maintains a managerial focus by incorporating company examples and strategies for addressing issues in every chapter emphasizing the knowledge needed to implement service strategies for competitive advantage across industries.

FEATURES

- New or improved global, technology, and strategic service features in nearly every chapter, with updated data in key charts and examples throughout.
- More discussion and examples of strategic service initiatives and service business models in business-to-business firms, including the trend toward service infusion in goods-dominant companies.
- Increased coverage of Big Data as a source of customer information and data analytics as a service.
- Inclusion of current theories and best practices on customer satisfaction, loyalty, and the wallet allocation rule.

- Increased coverage of service dominant logic and service logic, the two current logics of marketing which both focus on customers as creators and co-creators of value and value in use.
- New research references and examples throughout, with greater coverage of new business model examples such as Airbnb, Uber, OpenTable, Mint/Intuit, and others.

CONTENTS

1. Introduction to Services
2. Conceptual Framework of the Book: The Gaps Model of Service Quality
3. Customer Expectations of Service
4. Customer Perceptions of Service
5. Listening to Customers through Research
6. Building Customer Relationships
7. Service Recovery
8. Service Innovation and Design
9. Customer-Defined Service Standards
10. Physical Evidence and the Servicescape
11. Employees' Roles in Service Delivery
12. Customers' Roles in Service Delivery
13. Managing Demand and Capacity
14. Integrated Service Marketing Communications
15. Pricing of Services
16. The Financial and Economic Impact of Service

Selling



ABCs Relationship Selling Through Services

Charles M. Futrell

Edition: 13

2019©

640 Pages

January 2019

Print: 9781260098853

Connect: 9781260316674

OVERVIEW

ABC's of Relationship Selling 13e trains the readers on a specific, yet generic, step-by-step selling process that is universal in nature. This edition presents a sales process or system in a logical sequence, more than any other text in the market: from planning and the approach, to closing and follow-up for exceptional customer service. The goal of this text has always been to demonstrate to students the order of steps within the selling process; provide numerous examples

of what should be in each step; and how the steps within the selling process interact with one another.

FEATURES

- Extensive discussion of sales technology, such as CRM systems and social media tools
- Expanded coverage of critical topics such as personality style as well as adaptive selling based on buyer style
- More role plays — An expanded number of role plays are included at the end of Chapter 13. The role plays provide a range of scenarios, industries, data, and challenges for your students to apply their learning. Plus, we've maintained your favorite role plays
- Updated end-of-chapter mini-cases — New cases, revised cases, and expanded cases to provide students with an opportunity to apply their learning on an area discussed within the chapter

CONTENTS

Part One: Selling as a Profession

1. The Life, Times and Career of the Professional Salesperson
2. Ethics First... then Customer Relationships

Part Two: Preparation for Relationship Selling

3. The Psychology of Selling — Why People Buy
4. Communication for Relationship Building — It's Not All Talk
5. Sales Knowledge — Customers, Products, Technologies

Part Three: The Relationship Selling Process

6. Prospecting — The Lifeblood of Selling
7. Planning the Sales Call — It's a Must!
8. Carefully Select Which Sales Presentation Method to Use
9. Begin Your Presentation Strategically
10. Elements of a Great Sales Presentation
11. Welcome Your Prospect's Objections
12. Closing Begins the Relationship
13. Service and Follow-Up for Customer Retention

Part Four: Time, Territory and Self-Management



Selling: Building Partnerships

Stephen B. Castleberry,
John F. Tanner

Edition: 10

2019©

592 Pages

Print: 9781260084771

Connect: 9781260141160

OVERVIEW

Selling — Building Partnerships, 10th Edition remains the most innovative textbook in sales, featuring distinct role-plays, mini-case studies, and a focus on knowledge and skills critical to the partnership process and successful business professionals. Emphasized throughout is the need for salespeople to be flexible and adapt strategies that address customer needs, buyer social styles, and other relationship needs and strategies. This approach is followed by a thorough discussion of the salesperson as manager and how planning and continual learning enable effective selling and career growth.

The text's emphasis on value creation makes it applicable for students who may not be interested in a sales career. As has been true of every edition since the first, the integration of ethics continues to be emphasized.

FEATURES

- New “Sales Technology” — boxed features in each chapter, illustrate how technology is used and some of the challenges that technology creates. Whether it is CRM, campaign management, or GIS tools, students will be introduced to new technology in these new boxed features.
- All-new “From the Buyer’s Seat” — technology, economy, politics — all of these affect buyers, too. In each chapter, this new boxed feature highlights the world of the buyer, aiding future salespeople in understanding that world.
- Feature questions — embedded in the end-of-chapter material are discussion questions that direct students back to the profiles, “Building Partnerships”, “From the Buyer’s Seat” and “Sales Technology” features so these features are read and used more fully.

CONTENTS

1. Selling and Salespeople

Part One: Knowledge and Skill Requirements

2. Ethical and Legal Issues in Selling
3. Buying Behavior and the Buying Process
4. Using Communication Principles to Build Relationships
5. Adaptive Selling for Relationship Building

Part Two: The Partnership Process

6. Prospecting
7. Planning the Sales Call
8. Making the Sales Call
9. Strengthening the Presentation
10. Responding to Objections
11. Obtaining Commitment
12. Formal Negotiating

13. Building Partnering Relationships

14. Building Long-Term Partnerships

Part Three: The Salesperson as Manager

15. Managing Your Time and Territory
16. Managing within Your Company
17. Managing Your Career

Special Topics In Marketing

NEW



Essentials of Marketing Research

Jr., Joseph F. Hair, Mary Celsi, Robert P. Bush, David J. Ortinau

Edition: 5

2021©

448 Pages

Print: 9781260575781

Connect: 9781260511833

OVERVIEW

Essentials of Marketing Research uses an application-oriented approach to equip students with tools and skills necessary to solve business problems and maximize opportunities. The authors' years of practical market research experience is evidenced thorough their treatment of qualitative research, to their coverage of sample size rules-of-thumb, background literature reviews, and new market research tools and techniques. This latest 5th edition gives students a strong command of market research principles, while being concise enough for with cases.

FEATURES

- New Marketing Research Dashboards in each chapter to include new features that focus on timely, thought-provoking issues in marketing research. Examples of topics covered include ethics, privacy and online data collection, specifically clickstream analysis, the role of Twitter and Linked-In in marketing research and improving students' critical thinking skills.
- This new edition now features three statistical software packages. In addition to SPSS and SmartPLS, the authors include explanations on how to apply PSPP, a virtual clone of SPSS that is available free to users at <https://pspp.org>. Thus, all students can now benefit from the ability to apply user-friendly statistical software to explore marketing research problems and issues. Seven Data Sets in SPSS and PSPP format are available in

the Connect Library, which can be used to assign research projects or with exercises throughout the book.

- To enhance student analytical skills, additional data sets have been added to the continuing case on Santa Fe Grill and Jose's Southwestern Café.
- Chapters on sampling, measurement and scaling, questionnaire design, and preparation for data analysis were all updated with new guidelines on how to deal with online related issues.

CONTENTS

Part 1 The Role and Value of Marketing Research Information

1. Marketing Research for Managerial Decision Making
2. The Marketing Research Process and Proposals

Part 2 Designing the Marketing Research Project

3. Secondary Data, Literature Reviews, and Hypotheses
4. Exploratory and Observational Research Designs and Data Collection Approaches
5. Descriptive and Causal Research Designs

Part 3 Gathering and Collecting Accurate Data

6. Sampling: Theory and Methods
7. Measurement and Scaling
8. Designing the Questionnaire

Part 4 Data Preparation, Analysis, and Reporting the Results

9. Qualitative Data Analysis
10. Preparing Data for Quantitative Analysis
11. Basic Data Analysis for Quantitative Research
12. Examining Relationships in Quantitative Research
13. Communicating Marketing Research Findings

strategic understanding of consumer behavior that acknowledges recent changes in mobile & social media marketing, ethnic subcultures, internal and external influences, global marketing, and other emerging trends. Updated with strategy-based examples throughout and an integration of ethics and consumer insights in the text and cases.

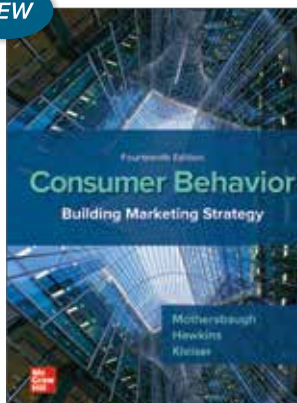
FEATURES

- **Strategic Application:** This edition continues our emphasis on the application of consumer behavior concepts and theory to exciting marketing problems and important emerging trends. We do this through our heavy emphasis on segmentation schemes, as well as opening examples, featured consumer insights, and cases.
- **Consumer Insights:** This boxes discussion provides and in-depth look at a particularly interested consumer study or marketing practice. Each has several questions designed to encourage critical thinking.
- **Global Marketing:** Multiple global examples can be found woven into the text across the chapters. In addition, Chapter 2 and several of the cases are devoted to global issues.
- **Internet, Mobile, and Social Media :** This edition integrates the latest research, practices, and examples concerning technology throughout the text and the cases.
- **Integrated Coverage of Ethical/Social Issues.** These issues are highlighted via an ethic icon in the margin. In addition, chapter 20 is devoted to social and regulation issues relating to marketing practices. All of the cases in Part Six are related to ethical and regulatory issues.

CONTENTS

1. Consumer Behavior and Marketing Strategy
2. Cross-Cultural Variations in Consumer Behavior
3. The Changing American Society: Values
4. The Changing American Society: Demographics and Social Stratification
5. The Changing American Society: Subculture
6. The American Society: Families and Households
7. Group Influences on Consumer Behavior
8. Perception
9. Learning, Memory, and Product Positioning
10. Motivation, Personality, and Emotion
11. Attitudes and Influencing Attitudes
12. Self-Concept and Lifestyle
13. Situational Influences
14. Consumer Decision Process and Problem Recognition
15. Information Search

NEW



Consumer Behavior: Building Marketing Strategy

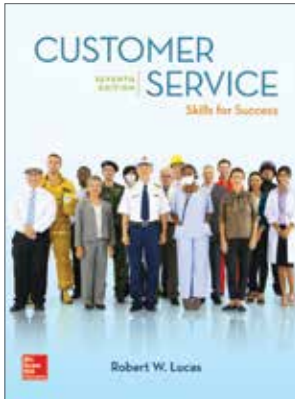
David Mothersbaugh and
Delbert Hawkins and Susan
Bardi Kleiser

Edition: 14
2020©
832 Pages
Print: 9781260566482
Connect: 9781260158113

OVERVIEW

Consumer Behavior: Building Marketing Strategy builds on theory to provide students with a usable,

16. Alternative Evaluation and Selection
17. Outlet Selection and Purchase
18. Post purchase Processes, Customer Satisfaction, and Customer Commitment



Customer Service Skills for Success

Robert W. Lucas

Edition: 7

2019©

480 Pages

Print: 9781260092509

Connect: 9781260157499

OVERVIEW

Recipient of the 2017 Textbook and Academic Authors Association's Textbook Excellence Award, Customer Service Skills for Success is now in its 7th edition, is the top-selling customer service textbook in the United States. Lucas addresses real-world customer service issues and provides a variety of updated resources, activities, examples, and tips from active professionals in the industry to gain and hold readers' interest while providing insights into the concepts and skills related to customer service.

The text begins with a macro view of what customer service involves today and provides projections for the future; it then focuses on specific skills and related topics. Each of the three parts focuses on a different aspect of customer service: (1) The Profession, (2) Skills for Success, and (3) Building and Maintaining Relationships. Readers will encounter interviews with real-world service providers, case study scenarios, and activities to teach them to apply these concepts to real-world situations.

FEATURES

- New Customer Service interviews with service professionals.
- New “Words to Live By” quotes to prompt students' thinking related to the chapter topic & text focus.
- Updated research & statistics throughout the text.
- 11 New Case Analyses in the Instructor's Resources.

CONTENTS

Part One: The Profession

1. The World of Customer Service
2. Contributing to the Service Culture

Part Two: Skills for Success

3. Verbal Communication Skills
4. Nonverbal Communication Skills
5. Listening to the Customer

Part Three: Building and Maintaining Relationships

6. Customer Service and Behavior
7. Service Breakdowns and Recovery
8. Customer Service in a Diverse World
9. Customer Service via Technology

Part Four: Retaining Customers

10. Encouraging Customer Loyalty

OPERATIONS AND DECISION SCIENCE Management Science



Introduction To Management Science 6e

Frederick S. Hillier, Mark S. Hillier

Edition: 6

2019©

640 Pages

Print: 9781260091854

Connect: 9781260129915

OVERVIEW

The 6th edition of Introduction to Management Science focuses on business situations, including prominent non-mathematical issues, the use of spreadsheets, and involves model formulation and assessment more than model structuring. The text has three key elements: modeling, case studies, and spreadsheets. In addition to examples, nearly every chapter includes one or two case studies patterned after actual applications to convey the whole process of applying management science.

FEATURES

- New to this edition is a more recent product of Frontline Systems called Analytic Solver Platform for Education. In addition to providing all the key capabilities of the Excel Solver, Analytic Solver adds some major new functionalities — A more interactive user interface. Parameter analysis reports that provide an easy way to see the effect of varying data in a model in a systematic way. A model analysis tool that reveals the characteristics of a model. Tools to build and solve decision trees within a spreadsheet.
- A full range of time series forecasting and data mining models. The ability to build and run

sophisticated Monte Carlo simulation models. An interactive simulation mode that allows simulation results to be shown instantly whenever a change is made to a simulation model. Can be used in combination with computer simulation to perform simulation optimization.

- A new Section Describes the Relationship Between Analytics and Management.
- A new Section on the Role of Robust Optimization in What-If Analysis. The goal of robust optimization is to find a solution for a model that is virtually guaranteed to remain feasible and near optimal for all plausible combinations of the actual values for the parameters of the model. A new Section 5.7 describes this key tool for performing what-if analysis for linear programming models.

CONTENTS

1. Introduction
2. Linear Programming: Basic Concepts
3. Linear Programming: Formulation and Applications
4. The Art of Modeling with Spreadsheets
5. What-If Analysis for Linear Programming
6. Network Optimization Problems
7. Using Binary Integer Programming to Deal with Yes-or-No Decisions
8. Nonlinear Programming
9. Decision Analysis
10. Forecasting
11. Queueing Models
12. Computer Simulation: Basic Concepts
13. Computer Simulation with Analytic Solver

“real operations, real solutions” to bring the text and concepts to life, writing the majority of chapters from the perspective of specific companies.

The “real solutions” refers to providing students with tools and strategies they can implement in practice and apply the authors models in a realistic operational setting. The authors strive for “real simple” by using as little mathematical notation as possible, focusing on many real world examples and consistent terminology and phrasing throughout.

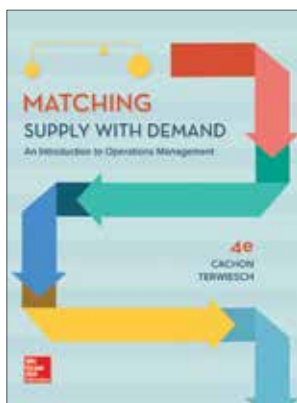
FEATURES

- The implemented changes can be divided into three categories — an update of data and case examples, the addition of two chapters related to content that was not previously covered in the book, and an overall streamlining of the exposition of the existing content.
- Two new chapters have been added to this book. The first new chapter is about forecasting, which is an absolutely essential input to all operations models. The growth of available data only makes forecasting more relevant. The second new chapter is on scheduling. We covered scheduling in early texts, but not to the extent the topic deserves given our continued emphasis on service operations. Now we provide a dedicated and more extensive coverage of scheduling.
- The authors have made a number of small changes that make the material easier for students to absorb. For example, we have streamlined the exposition of labor utilization calculations and we have de-emphasized the use of the expected loss function in the newsvendor and order-up-to models. Instead of the loss function, we provide the “expected inventory function,” which allows students to arrive at the necessary answer with fewer steps.

CONTENTS

1. Introduction
2. The Process View of the Organization
3. Understanding the Supply Process — Evaluating Process Capacity
4. Estimating and Reducing Labor Costs
5. Batching and Other Flow Interruptions — Setup Times & the Economic Order Quantity Model
6. The Link between Operations and Finance
7. Quality and Statistical Process Control
8. Lean Operations and the Toyota Production System
9. Variability and Its Impact on Process Performance — Waiting Time Problems

Operations Management



Matching Supply with Demand: An Introduction To Operations Management

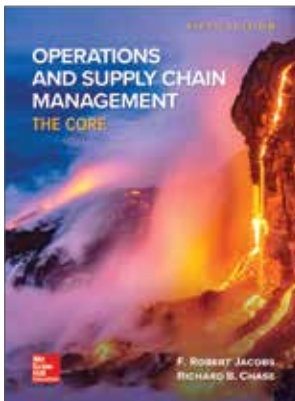
Gerard Cachon,
Christian Terwiesch

Edition: 4
2019©
544 Pages
Print: 9781260084610
Connect: 9781260183771

OVERVIEW

Cachon Matching Supply with Demand 4e is a clear, concise and more rigorous approach to an introductory Operations management course. Written by Wharton authors who use their guiding principles

10. The Impact of Variability on Process Performance — Throughput Losses
11. Scheduling to Prioritize Demand
12. Project Management
13. Forecasting
14. Betting on Uncertain Demand — The Newsvendor Model
15. Assemble-to-Order, Make-to-Order, and Quick Response with Reactive Capacity
16. Service Levels and Lead Times in Supply Chains — The Order-up-to Inventory Model
17. Risk-Pooling Strategies to Reduce and Hedge Uncertainty
18. Revenue Management with Capacity Controls
19. Supply Chain with Capacity Coordination



Operations & Supply Chain Management: Core

F. Robert Jacobs,
Richard B. Chase

Edition: 5
2020©
544 Pages
Print: 9781260547627
Connect: 9781260242447

OVERVIEW

The 5th Edition of Operations and Supply Chain Management: The Core focuses on the important core concepts in the dynamic field of operations. Just as lava flows from the core of the earth, operations and supply chain management is the core of business. Material must flow through supply chain processes to create cash output and input.

This new edition has an increased focus on supply chain analytics involving the analysis of data to better solve business problems. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

CONTENTS

1. Operations and Supply Chain Management
2. Strategy and Sustainability
3. Forecasting
4. Strategic Capacity Management — Learning Curves
5. Projects
6. Manufacturing Processes — Break-Even Analysis
7. Service Processes

8. Sales and Operations Planning
9. Material Requirements Planning
10. Quality Management and Six Sigma
11. Inventory Management
12. Lean Supply Chains
13. Global Sourcing and Procurement
14. Location, Logistics, and Distribution

NEW



Operations and Supply Chain Management

F. Robert Jacobs,
Richard B. Chase

Edition: 16
2021©
800 Pages
Print: 9781260575941
Connect: 9781260242485

OVERVIEW

Operations and Supply Chain Management, 16e is a comprehensive breadth of Operations Management and Supply Chain, with a moderate emphasis on quantitative coverage. It covers relevant and current Operations Management issues with a focus on economic and global economy, analytics content that ties decisions to relevant data using math models, and appropriate strategies to solve real world problems.

This sixteenth edition demonstrates what companies are doing to create a competitive advantage in the marketplace and also provides students with a set of more applicable skills and tools. Hot topics in business today that relate to operations and supply chain management are reducing the cost of supply chain processes, integration and collaboration with customers and suppliers, sustainability, and minimizing the long-term cost of products and processes. These hot topics are studied in the book to clarify the "big picture" -- What these topics are and why they are important to business today.

FEATURES

- Reorganized! More integrating of the strategic and analytic material and refined the series of 11 Analytics Exercises spread throughout the chapters. In this edition, many small changes designed to increase clarity, simplify assumptions, and make the exercises better learning tools have been made. The book has been reorganized into four major sections: Strategy, Products, and Capacity; Manufacturing and Service Processes;

Supply Chain Processes; and Supply and Demand Planning and Control. The strategy is to weave analytics into the managerial material so students see the important role of data analysis in making operations and supply chain management decisions.

- New! Analytics Exercises use settings that are modern and familiar to students taking the course. They include Starbucks, cell phones, notebook computers, Taco Bell Restaurant, Toyota, a retail website-based company, and industrial products that are sourced from China/ Taiwan and sold globally.
- New! A focus on supply chain analytics and the analysis of data to better solve business problems. While not really a new concept, the reality is that there is so much more data now available for decision making. The goal is to capture this spirit of using integrated analytic and strategic criteria in making operations and supply chain decisions.
- New! Designed with an intent to make the material relevant to students. A new internet of things chapter focuses on newer Operations Management topics, including connectivity, interfaces with manufacturing, database issues and blockchain.

CONTENTS

Section One: Strategy, Products, and Capacity

1. Introduction
2. Strategy
3. Design of Products and Services
4. Projects
5. Strategic Capacity Management
- 5S. Investment Analysis
6. Learning Curves

Section Two: Manufacturing and Service Processes

7. Manufacturing Processes
- 7S. Manufacturing Technology
8. Facility Layout
9. Service Processes
- 9S. Health Care
10. Waiting Line Analysis and Simulation
11. Process Design and Analysis
- 11S. Operations Consulting
12. Six Sigma Quality
13. Statistical Quality Control

Section Three: Supply Chain Processes

14. Lean Supply Chains
15. Logistics, Distribution, and Transportation
16. Global Sourcing and Procurement

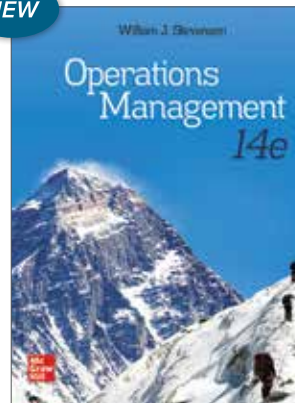
Section Four: Supply and Demand Planning and Control

17. The Internet of Things and ERP
18. Forecasting
19. Sales and Operations Planning
- 19S. Linear Programming Using the Excel Solver
20. Inventory Management
21. Material Requirements Planning
22. Workcenter Scheduling
- 22S. Theory of Constraints

Appendices

- A. Interest Tables
- B. Negative Exponential Distribution: Values of $E-X$
- C. Areas of the Cumulative Standard Normal Distribution
- D. Uniformly Distributed Random Digits
- E. Answers to Selected Objective

NEW



Operations Management

William J. Stevenson

Edition: 14

2021©

928 Pages

Print: 9781260575712

Connect: 9781260242355

OVERVIEW

This beloved and market-leading Operations Management book has been completely updated in the 14th edition and provides a clear presentation of the field of Operations Management with current real-world examples and thoughtful student pedagogy. The comprehensive breadth of content is presented in more modular flexible chapters, so it may be used for different course levels ranging from undergrad to executive education. That flexibility allows for the choice of more or less quantitative material and flexibility in order of presentation since chapters do not depend on sequence. The topics covered include both strategic issues and practical applications. Among the topics are forecasting, product and service design, capacity planning, management of quality and quality control, inventory management, scheduling, supply chain management, and project management. The use of an adaptive online learning enhances the student experience and success.

FEATURES

- Updated readings and new photos have been added in various chapters. More sustainability and global coverage have been added including, Sustainability in West Africa, Forecasting lilac blooms, Scrap recycling in China and Hong Kong, Starbucks competition, American fast food in China and production productivity techniques in Japan.
- Updated material has been added on supply chains, and other topics. Some problems are new, and others have been revised. Chapter content has been rewritten or added to improve clarity, shorten wording, or updated information added throughout the chapters.
- Interactive Data Problems in Connect: Data problems that allow students to visualize and interact with data in different ways. Students use this tool to manipulate data and answer a variety of accompanying problems that test multiple levels of understanding.
- Practice Operations in Connect: A 3D, interactive, game-based simulation that allows students to manage operations of a clothing manufacturing and distribution company and learn real life operations management skills.

CONTENTS

1. Introduction to Operations Management
2. Competitiveness, Strategy, and Productivity
3. Forecasting
4. Product and Service Design

SUPPLEMENT TO CHAPTER 4: Reliability

5. Strategic Capacity Planning for Products and Services

SUPPLEMENT TO CHAPTER 5: Decision Theory

6. Process Selection and Facility Layout
7. Work Design and Measurement

SUPPLEMENT TO CHAPTER 7: Learning Curves

8. Location Planning and Analysis
9. Management of Quality
10. Quality Control
11. Aggregate Planning and Master Scheduling
12. Inventory Management
13. MRP and ERP
14. JIT and Lean Operations

SUPPLEMENT TO CHAPTER 14: Maintenance

15. Supply Chain Management
16. Scheduling
17. Project Management
18. Management of Waiting Lines
19. Linear Programming

Appendices

- A. Answers to Selected Problems

- B. Tables
- C. Working with the Normal Distribution
- D. Ten Things to Remember Beyond the Final Exam

**Operations Management**

Gerard Cachon,
Christian Terwiesch

Edition: 2
2020©
768 Pages
Print: 9781260547610
Connect: 9781260242423

OVERVIEW

Cachon 2e is designed for undergraduate students taking an introductory course in operations management. This text will share many of the strengths of Matching Supply with Demand — An Introduction to Operations Management. Operations Management by Cachon comprehensively spans the relevant domain of topics is accessible to a typical undergraduate student (i.e. limited real world business experience) incorporates the latest research and knowledge and provides thorough pedagogical support for instructors along with innovative learning support for students.

CONTENTS**Part One: Supply Chain — A Perspective for Operations Management**

1. Introduction to Managing Operations Across the Supply Chain
2. Operations and Supply Chain Strategy

Part Two: Foundations of Operations Management

3. Managing Processes and Capacity — Supplement: Process Mapping and Analysis
4. Product/ Process Innovation
5. Manufacturing and Service Process Structures
6. Managing Quality — Supplement: Quality Improvement Tools
7. Managing Inventories
8. Lean Systems

Part Three: Integrating Relationships Across the Supply Chain

9. Customer Service Management
10. Sourcing and Supply Management
11. Logistics Management

Part Four: Planning for Integrated Operations Across the Supply Chain

12. Demand Planning: Forecasting and Demand Management
13. Sales and Operations Planning
14. Materials and Resource Requirements Planning

Part Five: Managing Change in Supply Chain Operations

15. Project Management — Supplement: Advanced Methods for Project Scheduling
16. Sustainable Operations Management — Preparing for the Future

NEW



Operations Management In The Supply Chain: Decisions & Cases

Roger Schroeder,
M. Johnny Rungtusanatham,
Susan Goldstein

Edition: 8
2021©
544 Pages
Print: 9781260571431
Connect: 9781260936988

OVERVIEW

Appropriate for both undergraduates and MBA students, *Operations Management in the Supply Chain: Decisions and Cases*, 8e is a guide to operations that takes a unique approach to decision making with a strong emphasis on case materials to put concepts into practice. It provides a balanced treatment of both service and manufacturing firms in a fully updated 4 color revision with modern real-world topics, more Connect content and case solutions.

This is the first book to include cross functional decision making for non-majors.; In addition, current knowledge is included on global operations, supply chain management, competency-based strategy, Six Sigma, lean systems, artificial intelligence, analytics, sustainability, supply chain risk, and digital technology content like 3D printing and blockchain. Enhanced Connect content includes, SmartBook 2.0, OM in the News, Practice Operations, and Interactive Data Problems designed to help students visualize key concepts.

FEATURES

- **New Enrichment Boxes:** This is the first book to include a Learning Enrichment box in every chapter for student self-study or instructor assignments. These boxes have YouTube video links and

websites that expand on the coverage in the chapter. They cover ideas from the chapter in more detail or provide examples of how the ideas are used.

- **New Lean Systems:** Most books discuss up to 15 techniques of lean including reduced setup time, small lot sizes, uniform load, and takt time. We have completely reorganized the lean chapter around the five tenets and principles of lean systems to include all of these techniques.
- **New Global Supply Chains:** In this edition we have increased our attention to global supply chains by adding new sections on global services, global sourcing, and global logistics. The text explains how to make global decisions that balance the lower costs of overseas sourcing and logistics with the risks of quality failures, loss of intellectual property, increased monitoring costs, and exposure to financial and political risks.
- **New Supply Chain Sustainability:** One of the few books to introduce the idea of the triple bottom line regarding environmental, social, and economic sustainability. Environmental sustainability is related to global warming, clean water, clean air, and environmental protection. Social sustainability means hiring a diverse workforce, ethical practices, providing equal opportunity, and safe working conditions. Economic sustainability is making a sufficient profit for the firm's survival in the future.
- **New Cross-functional:** Most books for operations and supply chain core courses are merely summaries for majors in operations and supply chain management. This book is the first to address the general business student who is interested in Marketing, Finance, Accounting, or Information Systems. This book is more applicable and interesting to the approximately 80 percent of business students who don't major in operations and supply chain management. The handshake symbols in the margin identifies this cross-functional content.
- **New Digital Technology:** The Eighth Edition has substantial updates and additions on four digital technologies including 3D printing, Blockchain software, Artificial Intelligence and Analytics that are descriptive, predictive or prescriptive in nature. These digital technologies are described in detail in several chapters in the book.

CONTENTS

PART ONE: Introduction

1. The Operations Function
2. Operations and Supply Chain Strategy
3. Product Design

PART TWO: Process Design

4. Process Selection
5. Service Delivery System Design
6. Process-Flow Analysis
7. Lean Thinking and Lean Systems

PART THREE: Quality

8. Managing Quality
9. Quality Control and Improvement

PART FOUR: Capacity and Scheduling

10. Forecasting
11. Capacity Planning
12. Scheduling Operations
13. Project Planning and Scheduling

PART FIVE: Inventory

14. Independent Demand Inventory
15. Materials Requirements Planning and ERP

PART SIX: Supply Chain Decisions

16. Supply Chain Management
17. Sourcing
18. Global Logistics

PART SEVEN: Case Studies

students, analysts and Project Management Institute Members preparing for certification exams.

FEATURES

- The Instructor's Manual contains a listing of current YouTube videos that correspond to key concepts and Snapshots from Practice.
- Agile Project Management is introduced in Chapter 1 and discussed when appropriate in subsequent chapters, with Chapter 15 providing a more complete coverage of the methodology.
- Content has been reviewed and revised based on the latest edition of Project Management Body of Knowledge (PMBOK), Sixth Edition, 2017.
- New Discussion questions for most Snapshots from Practice are now at the end of each chapter and many of the Snapshots from Practice have been expanded to more fully cover the examples.

CONTENTS

1. Modern Project Management
2. Organization Strategy and Project Selection
3. Organization: Structure and Culture
4. Defining the Project
5. Estimating Project Times and Costs
6. Developing a Project Schedule
7. Managing Risk
8. Scheduling Resources and Costs
9. Reducing Project Duration
10. Being an Effective Project Manager
11. Managing Project Teams
12. Outsourcing: Managing Interorganizational Relations
13. Progress and Performance Measurement and Evaluation
14. Project Closure
15. Agile Project Management
16. International Projects

APPENDIX

1. Solutions to Selected Exercises
2. Two Computer Project Exercises

Glossary

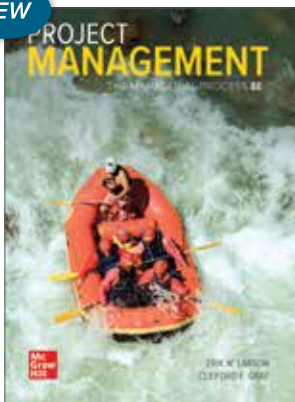
Acronyms

Project Management Equations

Cross Reference of Project Management

Socio-Technical Approach to Project Management

Index

Project Management**NEW****Project Management:
The Managerial Process**

Erik W. Larson, Clifford F. Gray

Edition: 8

2021©

704 Pages

Print: 9781260570434

Connect: 9781260242379

OVERVIEW

Project Management, 8e provides a holistic and realistic approach to Project Management that combines the human aspect and culture of an organization with the tools and methods used. It covers concepts and skills used to propose, plan, secure resources, budget and lead project teams to successful completion of projects. This text is not only on how the management process works, but also, and more importantly, on why it works. It's not intended to specialize by industry type or project scope, rather it is written for the individual who will be required to manage a variety of projects in a variety of organizational settings. 8e was written for a broad range of audiences including, project managers,

Service Management



Service Management: Operations Strategy Info Technology 9e

**Sanjeev K. Bordoloi, James
A. Fitzsimmons, Mona J.
Fitzsimmons**

**Edition: 9
2019©
544 Pages
Print: 9781260092424
Connect: 9781260150735**

OVERVIEW

This 9th edition continues to acknowledge and emphasize the essential nature of service management. Based on the research and consulting experiences of the authors, the text is organized in four parts:

- Part One: Understanding Services provides the historical context as well as distinguishes the distinctive characteristics of service operations;
- Part Two: Designing the Service Enterprise covers designing the service enterprise to support the competitive strategy;
- Part Three: Managing Service Operations details topics such as managing capacity, demand and waiting lines, and service supply relationships; and
- Part Four: Quantitative Models for Service Management addresses forecasting and managing service inventory.

Each chapter emphasizes the theme of managing services for competitive advantage, which provides a focus for each management topic. The 9th edition maintains the engaging literary style of the prior editions, and makes extensive use of examples. Emphasis is placed on the need for continuous improvement in quality and productivity in order to compete effectively in a global environment.

CONTENTS

Part One: Understanding Services

1. The Service Economy
2. Service Strategy

Part Two: Designing the Service Enterprise

3. New Service Development
4. The Service Encounter
5. Supporting Facility and Process Flows
6. Service Quality
7. Process Improvement Supplement: Data Envelopment Analysis (DEA)

8. Service Facility Location

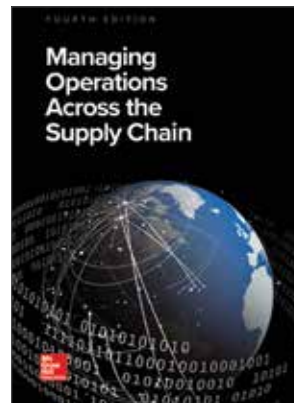
Part Three: Managing Service Operations

9. Service Supply Relationships
 10. Globalization of Services
 11. Managing Capacity and Demand
 12. Managing Waiting Lines
 13. Capacity Planning and Queuing Models
- Supplement: Computer Simulation

Part Four: Quantitative Models for Service Management

14. Forecasting Demand for Services
15. Managing Service Inventory
16. Managing Service Projects

Supply Chain Management



Managing Operations Across Supply Chain

**Morgan Swink,
Steven Melnyk,
Janet L. Hartley,
M. Bixby Cooper**

**Edition: 4
2020©
640 Pages
Print: 9781260547634
Connect: 9781260242461**

OVERVIEW

The 4th Edition of Managing Operations Across the Supply Chain offers a global, supply chain perspective of operations management treatment that embraces the foundations of operations management but includes new frameworks, concepts, and tools to address the demands of today and changing needs of the future. We live in dynamic and exciting times due to many changes affecting nearly every aspect of business — including operations management.

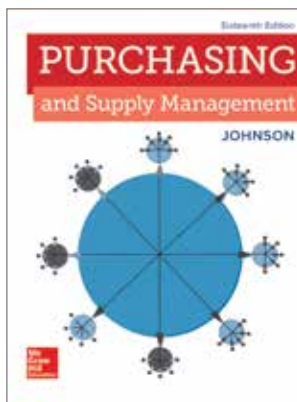
FEATURES

- The key objective of this edition is to integrate and highlight the role of digital technologies throughout all aspects of supply chain operations management
- More concise and crisp content, New or updated opening vignettes, New or updated “Get Real” stories throughout the text

CONTENTS

1. Introduction to Managing Operations Across the Supply Chain
2. Operations and Supply Chain Strategy

3. Managing Processes and Capacity — Process Mapping and Analysis
4. Product/Process Innovation
5. Manufacturing and Service Process Structures
6. Managing Quality — Quality Improvement Tools
7. Managing Inventories
8. Lean Systems
9. Customer Service Management
10. Sourcing and Supply Management
11. Logistics Management
12. Demand Planning — Forecasting and Demand Management
13. Sales and Operations Planning
14. Materials and Resource Requirements Planning
15. Project Management
- 15a. Advanced Methods for Project Scheduling
16. Sustainable Operations Management — Preparing for the Future



Purchasing and Supply Management

P. Fraser Johnson, Anna Flynn

Edition: 16
2020©
576 Pages
Print: 9781260548112
Connect: 9781260242539

OVERVIEW

The 16th Edition of Purchasing and Supply Management provides a comprehensive introduction to the purchasing and supply chain management field, supported by over 45 case studies. Cases cover purchasing and supply chain issues in a variety of settings, from process industries to high tech manufacturing and services as well as public institutions. The text focuses on decision making throughout the supply chain. Based on the conviction that supply managers, in concert with suppliers and distributors, have to contribute to organizational goals and strategies, this edition continues to focus on how to make that mission a reality.

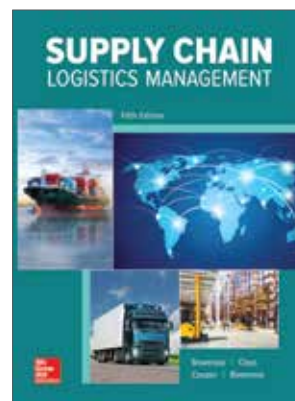
FEATURES

- Incorporation of the latest theory and best practice in supply chain management. Real-world examples and current research are used to illustrate key points. Includes the evolution of cloud-based computing, digitization, and blockchain.

- Addresses sustainability, challenges of managing risk in a global supply chain, and collaboration.
- Nearly one-third of cases have been replaced with new cases that cover topics such as risk management, cost analysis, metrics, purchasing consortiums, and acquisition of capital equipment.

CONTENTS

1. Purchasing and Supply Management
2. Supply Strategy
3. Supply Organization
4. Supply Processes and Technology
5. Make or Buy, Insourcing, and Outsourcing
6. Need Identification and Specification
7. Quality
8. Quantity and Inventory
9. Delivery
10. Price
11. Cost Management
12. Supplier Selection
13. Supplier Evaluation and Supplier Relationships
14. Global Supply Management
15. Legal and Ethics
16. Other Supply Responsibilities
17. Supply Function Evaluation and Trends



Supply Chain Logistics Management

Donald Bowersox, David Closs, M. Bixby Cooper

Edition: 5
2020©
480 Pages
Print: 9781260547825
Connect: 9781259715105

OVERVIEW

The 5th Edition of Supply Chain Logistics Management presents Logistics in the context of integration within a firm's Supply Chain Strategy and Operations. The framework of Supply Chain Management is initially presented thereby creating a foundation for in-depth study of the five logistics operational components in Part Two.

Challenges and strategies related to design and operational integration of logistics within a global supply chain are discussed in Part Three. Part Four focuses on administrative challenges related to cross organizational collaboration, performance

measurement, and concludes with the challenges of managing risk and achieving sustainability.

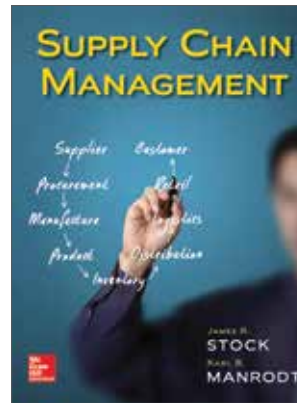
An essential feature of the overall presentation is the integration of topical materials and examples into the Supply Chain Logistics value creation process. Text materials are supported by study and challenge questions as well as contemporary cases. The presentation integrates the discussion of information technology throughout. Illustrations and examples highlight how firms deal with operational challenges and use logistics performance to gain competitive advantage.

FEATURES

- A section in Chapter 1 discusses the broad application of logistics and supply chain management to include other applications beyond movement of goods.
- Considerations for value chain management are in the text. A review of supply chain information technology is found in Chapter 2 to provide a broad perspective, as well as a review of the relevant technologies in the application chapters.
- A discussion regarding how consumer and technology disrupters will impact logistics and supply chain management is included in the text.
- A discussion of procurement and manufacturing is condensed into one chapter focusing on strategy and interfaces with logistics.
- A single chapter focuses on integrated operations planning, incorporates forecasting and planning. Updated materials regarding transportation pricing; negotiation; regulation; and modern trends, challenges, and opportunities are included.

CONTENTS

1. 21st Century Supply Chains
2. Supply Chain Information Technology
3. Logistics
4. Customer Accommodation
5. Integrated Operations Planning
6. Procurement and Manufacturing
7. Inventory
8. Transportation
9. Warehousing, Materials Handling and Packaging
10. Global Supply Chain
11. Network Design
12. Relationship Management
13. Performance Management
14. Supply Chain Trends



Supply Chain Management

James R. Stock

Edition: 1

2020©

544 Pages

Print: 9781260547894

Connect: 9781260395501

OVERVIEW

Managing supply chains has become one of the most complex processes that organizations have to implement and manage. In the 16 chapters of Supply Chain Management, logistics, marketing, and operations management concepts, principles, and strategies will be used to explain and illustrate supply chain management in a global context.

This book approaches the topic from a managerial perspective, with basic concepts and principles added in when necessary to increase comprehension and understanding. In each chapter, basic supply chain concepts are operationalized in a format that is useful for management decision making. Examples of organizational application of these concepts will be cross-disciplinary.

FEATURES

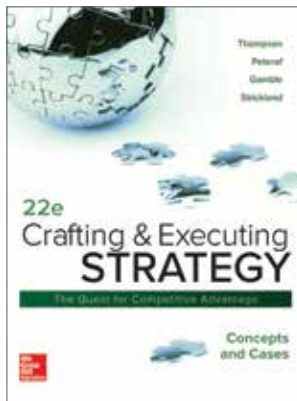
- Latest and most important issues and topics facing supply chain executives. Basic tools, techniques, and concepts from logistics, marketing, operations management, and supply chain management.
- Examples and practice cases from leading-edge organizations who were finalists in the annual Supply Chain Innovation Award & trade; competition for most innovative supply chain strategies and tactics.

CONTENTS

1. Supply Chain Management: Operations and Integration
2. Customer Service and Satisfaction
3. The Role of Information in Supply Chains
4. Sales Forecasting and Inventory Management
5. Transportation: Overview, Infrastructure, Measures, and Management
6. Warehouse Management
7. Materials Management and Handling in the Supply Chain
8. Sourcing and Procurement

9. The Role of Manufacturing, Marketing and Finance in Supply Chains
10. Managing Relationships with Customers and Suppliers
11. Supply Chain Process Integration
12. Global Supply Chain Management
13. Managing Supply Chains in Global Markets
14. Strategic Supply Chain Network Design
15. Collaboration, Cooperation and Integration in the Supply Chain
16. Supply Chain Performance Measurement and Metrics

STRATEGIC MANAGEMENT



Crafting & Executing Strategy — Quest Competitive Advantage: Concept & Cases

Arthur A. Thompson Jr,
Margaret Peteraf,
John E. Gamble,
A. J. Strickland III
Edition: 22
2020©
896 Pages
Print: 9781260565744
Connect: 9781260157130

OVERVIEW

The 22nd Edition continues its tradition of being a preeminently teachable text because of its mainstream content and balanced coverage of what every student needs to know about the managerial tasks of crafting and executing strategy because the presentation of the material is engaging and clearly written.

- Mainstream, balanced treatment of the latest developments in theory and practice of strategy.
- Emphasis on company's strategy must be matched not only to its external market circumstances but also to its internal resources and competitive capabilities.
- Improve student learning outcomes using Connect our easy-to-use homework and learning management solution that embeds learning science and award-winning adaptive tools to improve student results.

Section A: Concepts and Techniques for Crafting and Executing Strategy Section A: Introduction and Overview

1. What is Strategy and Why is it Important
2. Charting a Company's Direction
3. Evaluating a Company's External Environment

Section B: Core Concepts and Analytical Tools

3. Evaluating a Company's External Environment
4. Evaluating a Company's Resources, Capabilities, and Competitiveness

Section C: Crafting a Strategy

5. The Five Generic Competitive Strategies
6. Strengthening a Company's Competitive Position
7. Strategies for Competing in International Markets
8. Corporate Strategy
9. Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy

Section D: Executing the Strategy

10. Building an Organization Capable of Good Strategy Execution: People, Capabilities, and Structure
11. Managing Internal Operations
12. Corporate Culture and Leadership

Cases in Crafting and Executing Strategy

1. Mystic Monk Coffee
2. Airbnb In 2018
3. Wil's Grill
4. Costco Wholesale in 2018: Mission, Business Model, and Strategy
5. Competition in the Craft Beer Industry in 2018
6. Fixer Upper: Expanding the Magnolia Brand
7. Under Armour's Turnaround Strategy in 2018: Efforts to Revive North
8. MoviePass—Are Subscribers Loving It to Death?
9. TOMS Shoes: Expanding Its Successful One For One Business Model
10. Lola's Market: Capturing A New Generation
11. iRobot in 2018: Can the Company Keep the Magic?
12. Chipotle Mexican Grill's Strategy in 2018: Will the New CEO Be Able to Rebuild Customer Trust and Revive Sales Growth?
13. Twitter Inc. in 2018: Too Little Too Late?
14. Netflix's Strategy in 2018: Does the Company Have Sufficient Competitive Strength to Fight Off Aggressive Rivals?
15. Walmart's Expansion into Specialty Online Retailing
16. Amazon.com, Inc.: Driving Disruptive Change in the U.S. Grocery Market
17. Aliexpress: Can It Mount a Global Challenge to Amazon?
18. Tesla Motors in 2018: Will the New Model 3 Save the Company?
19. Mattel Incorporated in 2018: Can Ynon Kreiz Save the Toys?

20. Shearwater Adventures Ltd.
21. TJX Companies: It's Strategy in Off-Price Home Accessories and Apparel Retailing
22. IKEA's International Marketing Strategy in China

Section B: Crafting Strategy in Diversified Companies

23. PepsiCo's Diversification Strategy in 2018: Will the Company's New Businesses Restore its Growth?
24. The Walt Disney Company: Its Diversification Strategy in 2018

Section C: Implementing and Executing Strategy

25. Robin Hood
26. Dilemma at Devil's Den
27. Nucor Corporation in 2018: Contending with the Challenges of Low-Cost Foreign Imports and Launching Initiatives to Grow Sales and Market
28. Vail Resorts, Inc.
29. Starbucks in 2018: Striving for Operational Excellence and Innovation

Section D: Strategy, Ethics, and Social Responsibility

30. Concussions in Collegiate and Professional Football: Who Has Responsibility to Protect Players?
31. Chaos at Uber: The New CEO's Challenge
32. Profiting from Pain: Business and the U.S. Opioid Epidemic

CONTENTS

Section A: Introduction and Overview

1. What is Strategy and Why Is It Important?
2. Charting a Company's Direction — Its Vision, Mission, Objectives, and Strategy

Section B: Core Concepts and Analytical Tools

3. Evaluating a Company's External Environment
4. Evaluating a Company's Resources, Capabilities, and Competitiveness

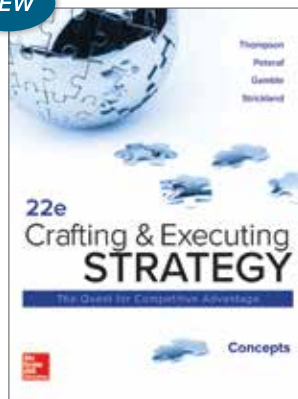
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5. The Five Generic Competitive Strategies
6. Strengthening a Company's Competitive Position — Strategic Moves, Timing, and Scope of Operations
7. Strategies for Competing in International Markets
8. Corporate Strategy — Diversification and the Multibusiness Company
9. Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy

Section D: Executing the Strategy

10. Building an Organization Capable of Good Strategy Execution — People, Capabilities, and Structure
11. Managing Internal Operations — Actions That Promote Good Strategy Execution
12. Corporate Culture and Leadership — Keys to Good Strategy Execution

NEW



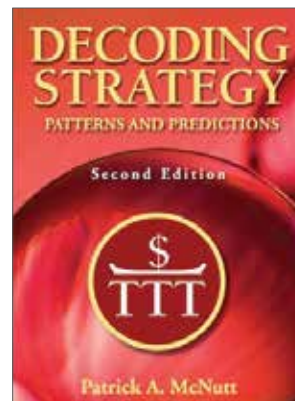
Crafting & Executing Strategy: Concepts

Arthur A. Thompson Jr,
A. J. Strickland III,
John E. Gamble

Edition: 22
2020©
448 Pages
Print: 9781260565935
Connect: 9781260157383

OVERVIEW

Crafting & Executing Strategy 22e has a long-standing reputation of being the most teachable text. It's engaging, clearly articulated and conceptually balanced mainstream treatment of the latest developments in theory and practice include the clearest presentation of the value-price-cost framework. Our co-author, Margaret Peteraf, a highly regarded researcher, helped integrate both the resource-based view of the firm from the perspective of both single-business and multi-business strategies.



Decoding Strategy

Patrick McNutt

Edition: 2
2018©
Print: 9781259071065

OVERVIEW

Humans are curious by nature. We like to observe people in action and we not only like to play games but also to win. With its central focus on observing management behaviour to predict likely future actions this book explores the various ways and means of predicting competitor reaction by examining the actions and reactions of competing firms.

The approach adopted in this book is based on the premise that individual behaviour follows a line of action and reaction thus creating a predictable pattern

that resembles a set of moves akin to a game of chess. This pattern is termed a critical time line.

Using real-time case studies of global companies in his book Patrick demonstrates how the pattern embedded in each time line offers a window into the strategic behaviour of companies as competitors in a game. These patterns are an integral part of decoding strategy and winning! **TARGET AUDIENCE:** MBA students — Business leaders managers professionals and executives.

CONTENTS

1. Strategic Reasoning
2. Game Embedded Strategy
3. Baumol Hypothesis
4. Marris Hypothesis
5. Cost Technology
6. Limit Pricing and Vertical Blending
7. Dark Strategy
8. Homo Ludens
9. Market-as-a-Game
10. Boolean Competition



Essentials of Strategic Management: The Quest for Competitive Advantage

John E. Gamble,
Arthur A. Thompson Jr,
Margaret Peteraf

Edition: 7
2021©
432 Pages
Print: 9781260575668
Connect: 9781260785821

OVERVIEW

Essentials of Strategic Management; 7th edition by Gamble, Peteraf, and Thompson presents concise, straight-to-the-point discussions, timely examples, with a writing style that captures student interest. It features 10 chapters with 12 diverse and tightly linked cases. The content is solidly mainstream and balanced, mirroring insights of academic thought and real-world strategic management. For years strategy instructors have been shifting from purely text-cases to a text-cases-simulation course structure. Two widely used online competitive strategy simulations, The Business Strategy Game (BSG); and GLO-BUS, are optional companions. Both simulations are closely linked to the content.

FEATURES

- All new lineup of high interest cases – All of the cases are tightly linked to the content of the 10 chapters, thus pushing students to apply the concepts and analytical tools they have read. At least 10 of the 12 cases involve companies, products, people, or activities that students will have heard of, know about from personal experience, or can easily identify with. There's a good blend of cases from a length perspective – about one-third are under 10 pages; about a third are medium-length cases; and the remaining one-third are detail-rich cases that call for sweeping analysis.
- New coverage of stretch goals, value drivers New Concepts & Connections boxes linking current business events at companies such as Apple, TOMS, Company objectives, Vanguard Investments, among others to chapter concepts. New examples and exhibits throughout New end-of-chapter Assurance of Learning Exercises
- Thoroughly Revised – Every chapter has been reexamined, refined, and refreshed. New content has been added to keep the material in line with the latest developments in the theory and practice of strategic management. Scores of new examples have been added, along with fresh Concepts & Connections illustrations, to make the content come alive and see strategy in action.

CONTENTS

Part One: Concepts and Techniques for Crafting and Executing Strategy

Section A — Introduction and Overview

1. Strategy, Business Models, and Competitive Advantage
2. Strategy Formulation, Execution, and Governance

Section B — Core Concepts and Analytical Tools

3. Evaluating a Company's External Environment
4. Evaluating a Company's Resources, Capabilities, and Competitiveness

Section C — Crafting a Strategy

5. The Five Generic Competitive Strategies
6. Strengthening a Company's Competitive Position — Strategic Moves, Timing, and Scope of Operations
7. Strategies for Competing in International Markets
8. Corporate Strategy — Diversification and the Multibusiness Company
9. Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy

Section D — Executing the Strategy

10. Superior Strategy Execution — Another Path to Competitive Advantage

Part Two: Cases in Crafting and Executing Strategy

Case 1 Fixer Upper

Case 2 Lola's Market

Case 3 Under Armour

Case 4 iRobot

Case 5 Twitter

Case 6 Netflix

Case 7 Mattel Incorporated

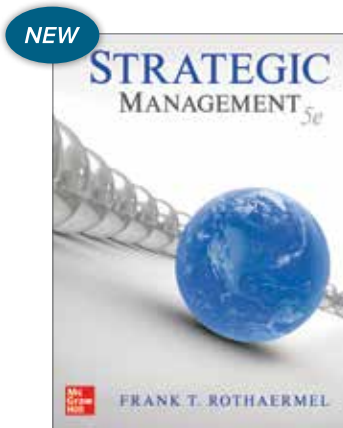
Case 8 Tesla

Case 9 The Walt Disney Company

Case 10 Robin Hood

Case 11 Starbucks

Case 12 Profiting from Pain



Strategic Management: Concepts

Frank T. Rothaermel

Edition:5

2021©

544 Pages

Print: 9781260571233

Connect: 9781264103782

OVERVIEW

Strategic Management, 5e by T. Rothaermel is the fastest growing Strategy title in the market because it uses a unified, singular voice to help students synthesize and integrate theory, empirical research, and practical applications with current, real-world examples. His approach not only offers students a learning experience that uniquely combines rigor and relevance, but also provides tight linkage between the concepts and cases. Rothaermel 5e prepares students with the foundation they need to understand how companies gain and sustain competitive advantage, while developing students' skills to become successful future leaders capable of making well-reasoned strategic decisions.

FEATURES

- High quality, high currency cases, in various lengths and formats. A variety of firms are featured including for-profit public (Fortune 100) companies, private companies (including startups) and non-profit organizations. Each chapter begins and ends with a Chapter Case to frame the chapter content. This new 5e includes three new Chapter Cases:

Five Guys (Chapter 4), Alphabet and Google (Chapter 11), and Theranos (Chapter 12); all other Chapter Cases revised and updated.

- New Sections on Stakeholder Strategy and Competitive Advantage (now in Chapter 1), Vision, Mission, and Values (now in Chapter 2), Strategic Decision Making (Chapter 2), and From External to Internal Analysis (Chapter 4).
- All cases (Full-Length and Mini Cases) come with detailed and high quality teaching notes, easily accessible in your Connect® online library

CONTENTS

Part One: Analysis

1. What Is Strategy?
2. Strategic Leadership — Managing the Strategy Process
3. External Analysis — Industry Structure, Competitive Forces, and Strategic Groups
4. Internal Analysis — Resources, Capabilities, and Core Competencies
5. Competitive Advantage, Firm Performance, and Business Models

Part Two: Formulation

6. Business Strategy — Differentiation, Cost Leadership, and Blue Oceans
7. Business Strategy — Innovation, Entrepreneurship, and Platforms
8. Corporate Strategy — Vertical Integration and Diversification
9. Corporate Strategy — Strategic Alliances, Mergers and Acquisitions
10. Global Strategy — Competing Around the World

Part Three: Implementation

11. Organizational Design — Structure, Culture, and Control
12. Corporate Governance and Business Ethics

Part Four: Mini Cases

Part Five: Full-Length Cases

1. Apple: What's Next?
2. Starbucks CEO Kevin Johnson: "I'm not Howard Schultz"
3. BlackBerry's Rise and Fall
4. Nike's Core Competency: The Risky Business of Creating Heroes
5. Business Model Innovation: How Dollar Shave Club Disrupted Gillette
6. How JCPenney Sailed into a Red Ocean
7. Platform Strategy: How PayPal Solved the Chicken-or-Egg Problem
8. GE: Corporate Strategy Gone Wrong
9. Disney: Building Billion Dollar Franchises
10. Hollywood Goes Global

11. Yahoo: From Internet Darling to Fire Sale
12. Uber: Ethically Most Challenges Tech Company?

Full-Length Cases

1. Airbnb Inc.*
2. The Vanguard Group*
3. Nike, Inc.*
4. Tesla, Inc.*
5. Netflix, Inc.*
6. Starbucks Corporation*
7. Amazon.com, Inc.*
8. Apple, Inc.*
9. The Walt Disney Company*
10. Facebook, Inc.*
11. Best Buy Co., Inc.*
12. McDonald's Corporation*
13. Alphabet's Google
14. Better World Books and The Triple Bottom Line
15. Delta Air Lines, Inc.
16. Merck ; Co., Inc.
17. Uber Technologies
18. UPS in India
19. Walmart Inc.
20. The Movie Exhibition Industry
21. Space
22. Kickstarter

*Note: The first 12 Full-Length cases are included as a separate complimentary eBook in Connect.

of the existing research and footnotes to guide further reading. It is designed to be a primary text for courses in strategic management and innovation and new product development. It is written with the needs of both business students and engineering students.

CONTENTS

1. Introduction

Part One: Industry Dynamics of Technological Innovation

2. Sources of Innovation
3. Types and Patterns of Innovation
4. Standards Battles and Design Dominance
5. Timing of Entry

Part Two: Formulating Technological Innovation Strategy

6. Defining the Organization's Strategic Direction
7. Choosing Innovation Projects
8. Collaboration Strategies
9. Protecting Innovation

Part Three: Implementing Technological Innovation Strategy

10. Organizing for Innovation
11. Managing the New Product Development Process
12. Managing New Product Development Teams
13. Crafting a Deployment Strategy



Strategic Management of Technological Innovation

Melissa A. Schilling

Edition: 6

2020©

368 Pages

Print: 9781260565799

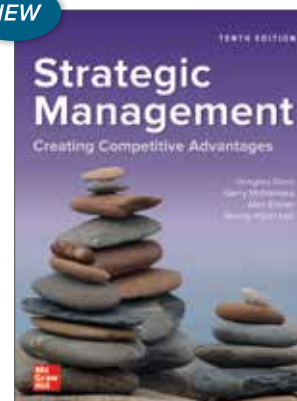
Connect: 9781260309195

OVERVIEW

Melissa Schillings, *Strategic Management of Technological Innovation*, is the #1 innovation strategy text in the world. It approaches the subject of innovation management as a strategic process and is organized to mirror the strategic management process used in most strategy textbooks, progressing from assessing the competitive dynamics of a situation to strategy formulation, to strategy implementation.

While the book emphasizes practical applications and examples, it also provides systemic coverage

NEW



Strategic Management: Creating Competitive Advantages

Gregory G. Dess,
Gerry McNamara, Alan
Eisner, Seung-Hyun Lee

Edition: 10

2021©

544 Pages

Print: 9781260575262

Connect: 9781260706567

OVERVIEW

Strategic Management: Creating Competitive Advantages, Tenth Edition, written by authors Dess, McNamara, Eisner, and Lee continues its tradition of being readable, relevant, and rigorous. Its engaging writing style minimizes jargon to maximize readability. It provides examples from management practice and societal themes including environmental sustainability, ethics, globalization, entrepreneurship, and data analytics to make the content relevant. It draws on the latest research by management scholars and insights from executives to balance

accessibility with rigor. This version does not include the 38 cases after Part 4.

They provide separate chapters on the role of intellectual assets in value creation (Ch. 4), entrepreneurial strategy and competitive dynamics (Ch. 8), and fostering entrepreneurship in established organizations (Ch. 12).

FEATURES

- Half of our the 60 “Strategy Spotlights” (sidebar examples) are brand new, and many of the others have been thoroughly updated. Many of the Spotlights focus on two “hot” issues that are critical in leading today’s organizations: ethics and environmental sustainability—as well as the digital economy in this edition.
- Over half of the 12 opening “Learning from Mistakes” vignettes that lead off each chapter are totally new. Unique to this text, they are all examples of what can go wrong, and they serve as an excellent vehicle for clarifying and reinforcing strategy concepts.
- Digital Economy Theme. We discuss and illustrate how the rise in digital technologies is changing the competitive environment and how firms are enhancing their strategic position by leveraging elements of the digital economy.
- Sustainability Theme. With sustainability being an increasing concern of our students, customers, and investors, sustainability has become a key driver of organizational success. We illustrate how firms have incorporated sustainability as a core element of their strategy.

CONTENTS

Part One: Strategic Analysis

1. Strategic Management — Creating Competitive Advantages
2. Analyzing the External Environment of the Firm — Creating Competitive Advantages
3. Assessing the Internal Environment of the Firm
4. Recognizing a Firm’s Intellectual Assets — Moving beyond a Firm’s Tangible Resources

Part Two: Strategic Formulation

5. Business-Level Strategy — Creating and Sustaining Competitive Advantages
6. Corporate-Level Strategy — Creating Value through Diversification
7. International Strategy — Creating Value in Global Markets

8. Entrepreneurial Strategy and Competitive Dynamics

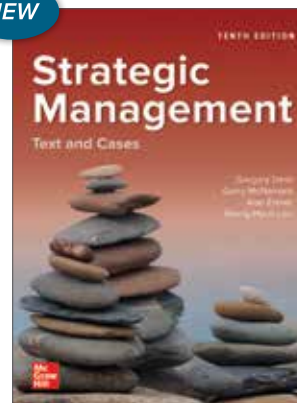
Part Three: Strategic Implementation

9. Strategic Control and Corporate Governance
10. Creating Effective Organizational Designs
11. Strategic Leadership — Creating a Learning Organization and an Ethical Organization
12. Managing Innovation and Fostering Corporate Entrepreneurship

Part four: Case Analysis

13. Analyzing Strategic Management Cases

NEW



Strategic Management: Text and Cases

Gregory G. Dess,
Gerry McNamara, Alan
Eisner, Seung-Hyun Lee

Edition: 10
2021©
832 Pages
Print: 9781260575255
Connect: 9781260706642

OVERVIEW

Strategic Management: Text and Cases, Tenth edition, written by authors Dess, McNamara, Eisner, and Lee continues its tradition of being readable, relevant, and rigorous. Its engaging writing style minimizes jargon to maximize readability. It provides examples from management practice and societal themes including environmental sustainability, ethics, globalization, entrepreneurship, and data analytics to make the content relevant.; It draws on the latest research by management scholars and insights from executives to balance accessibility with rigor.; They provide separate chapters on the role of intellectual assets in value creation (Ch. 4), entrepreneurial strategy and competitive dynamics (Ch. 8), and fostering entrepreneurship in established organizations (Ch. 12). This version includes the all the text and 38 cases.

FEATURES

- New and Updated Cases. The 10th edition features 38 cases with comprehensive teaching notes to help with successful class implementation. Users of previous editions will note that while we have many familiar case names on the list; there are new and interesting problems that the companies face today. The authors have added a large selection of corresponding videos, PowerPoint presentations, Excel spreadsheets for financial tables, and Web links for more information on the case companies.

- Half of our the 60 “Strategy Spotlights” (sidebar examples) are brand new, and many of the others have been thoroughly updated. Many of the Spotlights focus on two “hot” issues that are critical in leading today’s organizations: ethics and environmental sustainability—as well as the digital economy in this edition.
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CONTENTS

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1. Strategic Management — Creating Competitive Advantages
2. Analyzing the External Environment of the Firm — Creating Competitive Advantages
3. Assessing the Internal Environment of the Firm
4. Recognizing a Firm’s Intellectual Assets — Moving beyond a Firm’s Tangible Resources

Part Two: Strategic Formulation

5. Business-Level Strategy — Creating & Sustaining Competitive Advantages
6. Corporate-Level Strategy — Creating Value through Diversification
7. International Strategy — Creating Value in Global Markets
8. Entrepreneurial Strategy and Competitive Dynamics

Part Three: Strategic Implementation

9. Strategic Control and Corporate Governance
10. Creating Effective Organizational Designs
11. Strategic Leadership — Creating a Learning Organization and an Ethical Organization
12. Managing Innovation and Fostering Corporate Entrepreneurship

PART Four: Case Analysis

13. Analyzing Strategic Management Cases

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1. Robin Hood
2. The Global Casino Industry in 2019 (New)
3. Southwest Airlines: Is “LUV” at the limit? (New)
4. ZYNGA: Is the Game Over? (Updated)
5. World Wrestling Entertainment 2019 (Updated)
6. Microfinance: Going Global... And Going Public?
7. FreshDirect: Is It Really Fresh? (Updated)
8. Greenwood Resources: A Global Sustainable Venture in the Making
9. Kickstarter and Crowdfunding 2019 (Updated)
10. QVC in 2019 (Updated)
11. Cirque du Soleil in 2019 (Updated)
12. Pixar (Updated)
13. Heineken (Updated)
14. eBay: Misunderstood? (Updated)
15. Weight Watchers in now WW (Updated)
16. Dippin’ Dots: Is the Future Frozen? (Updated)
17. Tata Starbucks: A Brew for India? (Updated)
18. The Move Exhibition Industry: 2019 (New)
19. Campbell: How to Keep the Soup Simmering? (Updated)
20. Nintendo: Could the Switch Turn on Gamers? (Updated)
21. Samsung Electronics 2019 (Updated)
22. Emirates Airline (Updated)
23. General Motors in 2019 (Updated)
24. Johnson ; Johnson (Updated)
25. Procter ; Gamble (Updated)
26. Ascena: Still Struggling in Speciality Retail (Updated)
27. The Boston Beer Company: Brewing up Success? (Updated)
28. McDonald’s in 2019 (Updated)
29. Lime: Is Bike Sharing the Next Uber? (New)
30. United Way Worldwide (Updated)
31. Alibaba Group: Rivals at the Gate? (New)
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33. Jetblue Airways Corporation: Getting Over The “Blues”? (Updated)
34. Ford: An Auto Company In Transition (Updated)
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