

# Business & Economics

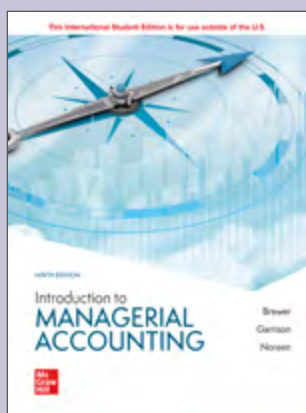
2021, Asia



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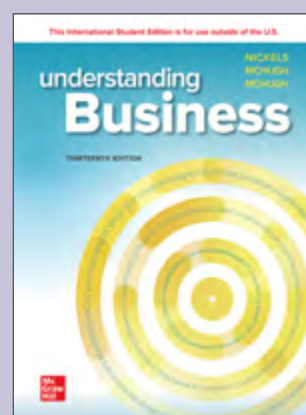
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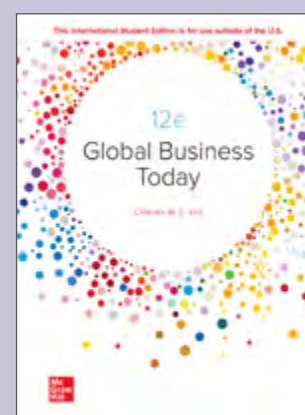
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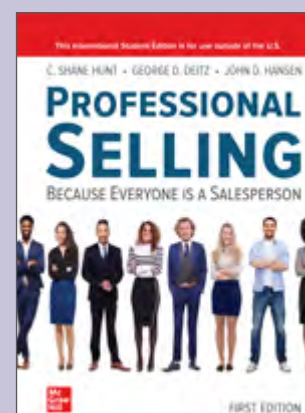
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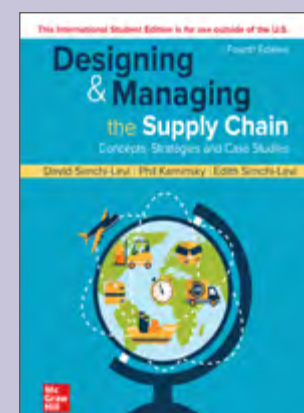
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“

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- Roger Butters, Economics Professor



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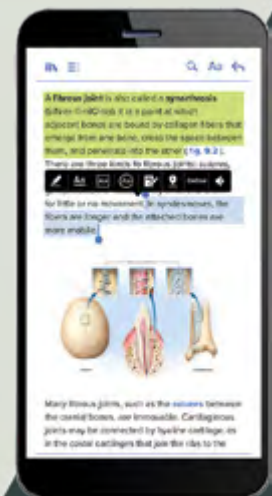
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- Ability to assign draft and final deadline milestones
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# McGraw-Hill Academic Integrity

## Remote Proctoring & Browser Locking Capabilities

McGraw-Hill and Proctorio have partnered to incorporate learning integrity tools within Connect®.

Remote proctoring and browser locking capabilities are seamlessly integrated within Connect® to offer more control over the integrity of online assessments. A mix of live and fully-automated remote proctoring services provide scalable and cost-effective solutions to protect institutional accreditation, increase the value of online degrees and help institutions grow their programs.

Instructors can enable security options that restrict browser activity, monitor student behavior, and verify the identity of each student. Instant and detailed reporting gives instructors an at-a-glance view of potential academic integrity concerns, avoiding personal bias and supporting evidence-based claims.

## What's Included?



### Exam Proctoring

Automated Proctoring  
Live Proctoring



### Browser Locking

Force Full Screen  
Only One Screen  
Disable Tabs



### ID Verification

Live and Automated  
ID Verification



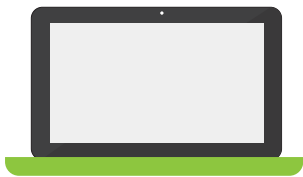
### Content Protection

Distribution Prevention  
No Copy/Print/Download  
Restrictions

# Learning Integrity Platform

Connect® include options for customizable, secure exam settings, including new remote proctoring options and live ID verification to allow institutions to set-up unscheduled, on-demand proctoring specific to their assessment needs. This ensures fairness for test-takers by increasing accountability, securing exam content, deterring cheating, and promoting a culture of integrity while improving learning outcomes.

## Our Advantages



### Integration

Seamless integration between Connect®, Proctorio, and your LMS.

### Limitless

No scheduling, time limits, or maximum proctoring sessions.



### Secure

Restricts students' access to resources and protects McGraw-Hill content and students' personal information.

### Requirements

Lowest bandwidth requirements.

### Simplicity

Utilizes Connect® login and does not require Proctorio account creation.



### Insight

Reports provide suspicious indicators allowing faculty to pinpoint where questionable activity occurred.

### Support

Built-in 24/7/365 support for instructors and students.



# OUR PARTNERSHIP WITH THE ONLINE LEARNING CONSORTIUM

Bringing expertise to institutions looking to ensure their online learning programs are designed, facilitated, and evaluated according to best practices.

## Supporting College Instructors and Administrators

As online learning expands due to COVID-19, McGraw Hill has partnered with the Online Learning Consortium (OLC), a higher education community dedicated to advancing quality digital teaching and learning experiences, to help transition in-person courses to hybrid or online delivery.

## Certifying Faculty Consultants as Online Learning Specialists and Course Builders

The partnership includes a co-branded Quality in Online Learning Certification Program, completed by McGraw Hill Faculty Consultants and staff to help support, mentor, and provide virtual coaching to faculty. Coaching on effective practices of quality online learning includes course design, facilitation, and assessment.

## Providing Free On-Demand Toolkits for Development of Online Courses

Instructors and administrators will also have access to free on-demand toolkits to guide them through the process of designing and facilitating online courses and assessing student learning. These resources will be available on the [SupportAtEveryStep.com](https://SupportAtEveryStep.com) webpage.

## Implementing High-Quality Online Instruction and Assessment through Preconfigured Courseware

In consultation with OLC and our certified Faculty Consultants, McGraw Hill has created pre-configured courseware using OLC's quality scorecard to align with best practices in online course delivery. This turnkey courseware contains a combination of formative assessments, summative assessments, homework and application activities, and can easily be customized to meet an individual's needs and course outcomes.

**For more information, visit these webpages:**

**McGraw Hill** <http://bit.ly/MHEOLCPartnership> | **OLC** <https://onlinelearningconsortium.org>

# New! Application-Based Activities

Available in  
McGraw-Hill Connect®



Our Connect **Application-Based Activities (ABAs)** are highly interactive activities that challenge students to use problem-solving skills and apply their knowledge to realistic scenarios. Students are placed in a specific role in which they are required to apply multiple concepts and make data-informed decisions. They progress from understanding basic concepts to analyzing complex scenarios and solving problems.

## Economics

**Harriet:** Hi, I am Harriet and I am the owner of Safety Supplies. We make medical protective supplies like N95 masks (the kind that protect from particulates and many viruses) and need-to-use gloves.

**Derrick:** And I am Derrick - I work with Harriet. Our business has certainly seen a lot of change since the outbreak of the coronavirus.

**Harriet:** With the viral spread of the coronavirus, many people are wearing N95 masks, which protect you from airborne particles and liquid contaminating your face.

**Derrick:** Really? Economics can help us understand what is happening in the mask market?

### Economics of a Pandemic

**N95 Market**

Price	Quantity Demanded: D <sub>0</sub>	Quantity Supplied: S <sub>0</sub>	Quantity Demanded: D <sub>1</sub>	Quantity Supplied: S <sub>1</sub>
\$10	500	500	1,500	500
\$200	0	1,250	1,250	1,250

**Day One Choices Rhonda**

**DAY 1 EVENING**

Options	Water	Sanitizers
Option A	0	4
Option B	4	0

**Rhonda:** The opportunity cost of one more bottle of water is 2 fish.

**Economics Mentor:** Sorry, that's not correct. In order for Rhonda to purify a bottle of water, she must spend 1.5 hours. In those 1.5 hours, she could have caught the equivalent of 1/2 fish. The opportunity cost of one more bottle of water is therefore 1/2 fish.

**Activity Complete**

✓	Overall Score 84%	Satisfactory
✓+	Opportunity Cost & Relative Prices 100%	Excellent
✓+	Production Possibilities Frontier 100%	Excellent
✓-	Absolute & Comparative Advantage 50%	Unsatisfactory



## Management



## Application-Based Activities

As a learning science company, we created these Application–Based Activities to help students develop their higher-order thinking skills aligned with Bloom's Taxonomy. By assigning these activities, you can help students move from simple memorization to concept application.

### Bloom's Taxonomy



## How to Access ABA in Connect:

- Log in to [www.mhbm.com](http://www.mhbm.com) with your username and password
- Open your Connect course section
- Select "+ add assignment"

**+ Add Assignment**

- Select "Application-Based Activity"

The screenshot shows the "Application-Based Activity" section in the Connect LMS interface. It features a red cube icon and the text: "Provide students with valuable practice using problem solving skills to apply their knowledge to realistic scenarios. Students progress from understanding basic concepts to using their knowledge to engage in complex scenarios." Below this text is a link that says "see how it works".

- Select "Preview" for an overview of the assignment, estimated time to complete and preview the activity
- To assign, click the white circle next to the ABA and then hit "Select Activity"
- Complete the assignment details on the next screen and then hit "Assign"

## ACCOUNTING

### Accounting Information Systems



### 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

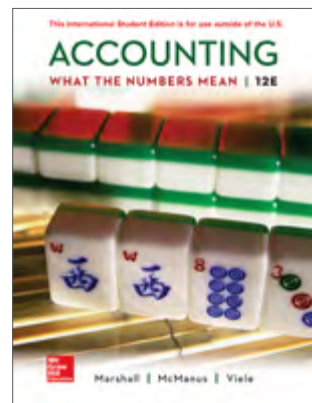
#### PART FOUR: Managing and Evaluating AIS

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**

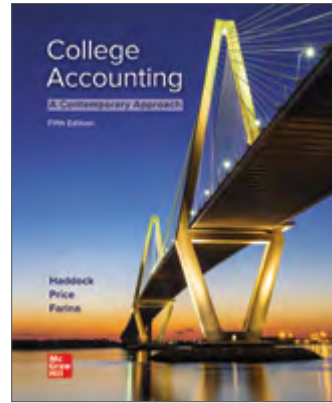
7. Accounting for and Presentation of Liabilities
8. Accounting for and Presentation of Stockholders' Equity
9. The Income Statement and the Statement of Cash Flows
10. Corporate Governance, Notes to the Financial Statements, and Other

**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

**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.

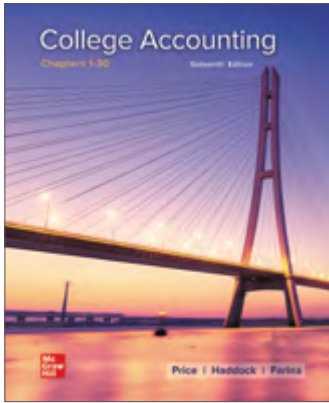
Appropriate for All Students: Readable, many opportunities for practice, makes accounting relevant for all.

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





### College Accounting

**John Ellis Price, M. David Haddock, Michael Farina**

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

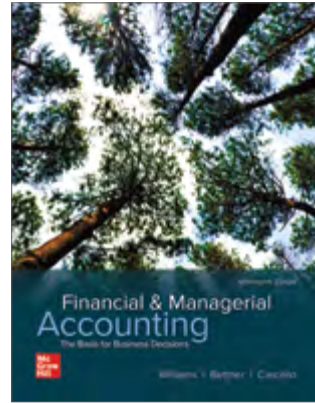
### OVERVIEW

Through proven pedagogy and a straightforward approach to the basics of accounting, Price/Haddock/Farina's College Accounting, 16e 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
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



### 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.
- **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**

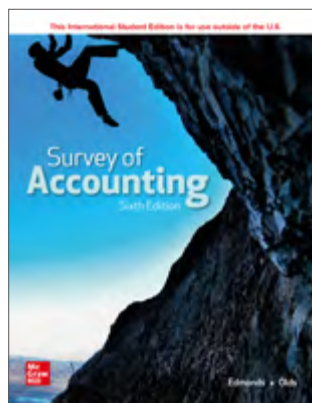
22. Responsibility Accounting and Transfer Pricing
23. Operational Budgeting
24. Standard Cost Systems
25. Rewarding Business Performance

**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


**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. 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 Fully updated for most recent FASB codification with authoritative citations to U.S. GAAP.

### CONTENTS

1. Intercorporate Acquisitions and Investments in Other Entities
2. Reporting Intercorporate 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





### 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 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.

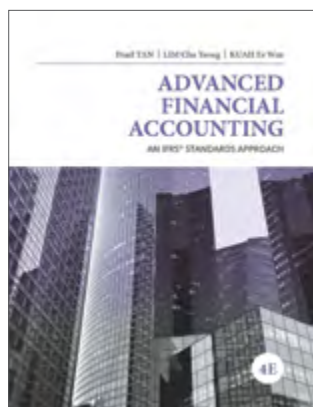
### FEATURES

- 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 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



### 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



### 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

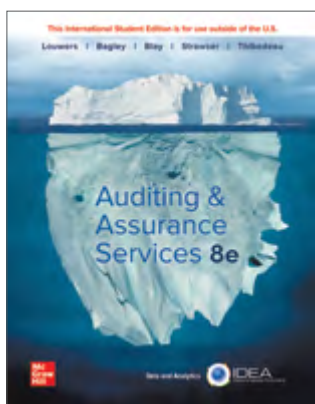
(Chapter 3), Derivatives and Hedging (Chapter 9), Leases (Chapter 17), and Not-for-Profit Entities (Chapter 18).

- 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



### 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
10. Finance and Investment Cycle 443
11. Completing the Audit 500
12. Reports on Audited Financial Statements 540

### Part Three Stand-Alone Modules

- 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

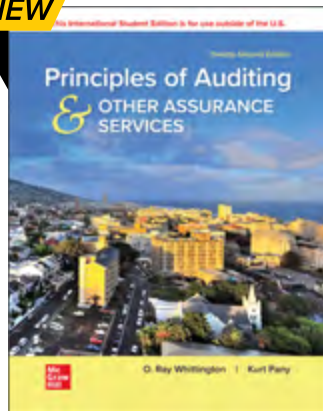
## CASES

Andersen: An Obstruction of Justice? C1  
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

**NEW**



### Principles of Auditing & Other Assurance Services

Ray Whittington, Kurt Pany

Edition: 22

2022©

992 Pages

Print: 9781260598087

Connect: 9781260359978

### OVERVIEW

The 22nd 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

#### Audit Standards Updates

Students in auditing need familiarity with auditing standards promulgated by the AICPA's Auditing Standards Board and the Public Company Accounting Oversight Board. Also, for many, familiarity with standards of the International Auditing and Assurance Standards Board is needed. While similar in most respects, key differences exist among these sets of standards. The text integrates discussions of the various standards, focusing on the differences, in a very readable manner.

#### CPA Exam Prep and Simulations

The end-of-chapter exercises include a number of simulations similar to those on the CPA exam. All simulations in the text are designed to help students both to learn the material presented and to prepare them to complete such questions on the CPA Exam. Many of the simulations are adapted from CPA exam questions released by the AICPA, and others were written by the authors to be similar to those released by the AICPA.

### Data Analytics and Auditing

Increasingly, collection of audit evidence is facilitated by the use of automated tools and techniques such as Audit Data Analytics that may enable auditors to aggregate and consider information obtained from multiple sources. Accordingly, the text has been revised to emphasize developments in this area.

### 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

## Cost Accounting

**NEW**



### Cost Management: A Strategic Emphasis

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

Edition: 9  
2022©  
976 Pages  
Print: 9781265714550  
Connect: 9781264112296

### OVERVIEW

*Cost Management: A Strategic Emphasis*, by Blocher/Stout/Juras/Smith is dedicated to answering the question: Why Cost Management? It answers this question by providing cost-management tools and techniques needed to support an organization's competitiveness, improve its performance, and help the organization accomplish its strategy.

### 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

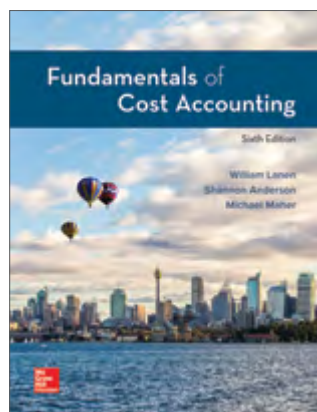
#### Part Three: Operational-Level Control

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

## 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.

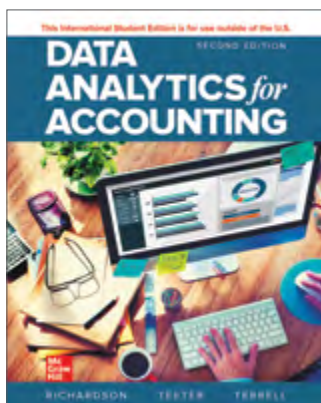
## CONTENTS

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

## Data Analytics for Accounting



### 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.





### 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

### Financial Accounting



### 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: 6  
2022©  
784 Pages  
Print: 9781265578022  
Connect: 9781264140305

### 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.

### 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
- Appendix A: American Eagle Outfitters, Inc., 2014

Annual Report A-1  
Appendix B: The Buckle, Inc., 2014 Annual Report B-1  
Appendix C: Time Value of Money C-1  
Appendix D: Investments D-1  
Appendix E: International Financial Reporting Standards E-1  
Index I-1  
Future Value and Present Value Tables P-1  
Summary of Ratios Used in This Book S-1  
Framework for Financial Accounting S-2  
Representative Chart of Accounts S-3  
Representative Chart of Accounts



### 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 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**

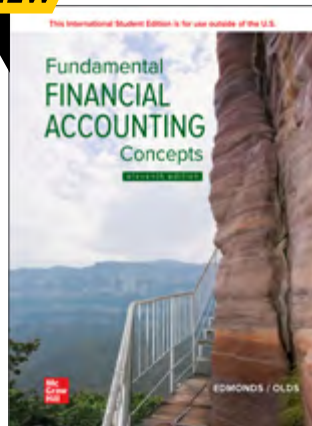
### OVERVIEW

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

**NEW**



## Fundamental Financial Accounting Concepts

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

**Edition: 11  
2022©  
816 Pages  
Print: 9781265588076  
Connect: 9781264266227**

### 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.

Author Chris Edmonds has also created a highly popular and widely used series of video lectures which engage students by clearly and charismatically going over each learning objective in a conversational style. These videos help reinforce important lessons and are always available for review.

Through use of the financial statements model and transactional analysis students quickly see how any given business event affects the financial statements. By having this “big picture” mentality students can tie any single transaction back to the impact on the overall business. Between the straightforward writing popular video lectures and unique coverage approach Fundamentals of Financial Accounting Concepts enables students to fully comprehend the material presented as future decision-makers.

### 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)
- Appendix A Accessing the EDGAR Database through the Internet
- Appendix B Portion of the Form 10-K for Target Corporation
- Appendix C Summary of Financial Ratios
- Appendix D Annual Report and Financial Statement Analysis Projects
- Appendix E Accounting for Investment Securities
- Appendix F Time Value of Money

**NEW**



## Fundamentals Of Financial Accounting

**Fred Phillips, Robert Libby, Patricia Libby**

**Edition: 7  
2022©  
768 Pages  
Print: 9781265440169  
Connect: 9781264239283**

### 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. 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.

Fundamentals of Financial Accounting 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.

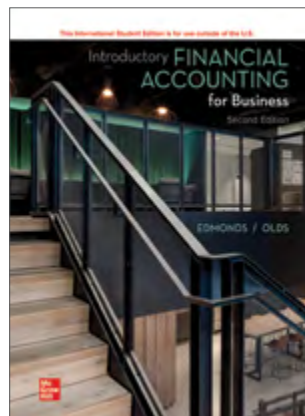
## FEATURES

- 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. COVs are particularly helpful for online courses and for those audio and visual learners who struggle reading the textbook page by page.
- 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.
- New end-of-chapter material to support new topics and learning objectives.
- Excel Simulations, assignable within Connect, allow students to practice their Excel skills - such as basic formulas and formatting - within the content of Financial Accounting. These questions feature animated, narrated "Help" and "Show Me" tutorials (when enabled), as well as automatic feedback and grading for both students and professors.

## 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
- Appendix A: Excerpts from the Fiscal 2016 Annual Report of The Home Depot, Inc.  
 Appendix B: Excerpts from the Fiscal 2016 Annual Report of Lowe's Companies, Inc.  
 Appendix C: Present and Future Value Concepts  
 Appendix D: Investments in Other Corporations



## 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

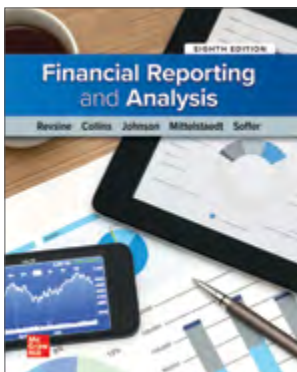
1. An Introduction to Accounting
2. Accounting for Accruals Chapter 3: Accounting for Deferrals
3. Accounting for Merchandising Businesses
4. Accounting for Inventories
5. Internal Control and Accounting for Cash
6. Accounting for Receivables
7. Accounting for Long-Term Operational Assets
8. Accounting 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

## Finance Statement Analysis



### 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



### 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
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

## International Accounting



### International Accounting

Timothy Douppnik, Hector Perera

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

### OVERVIEW

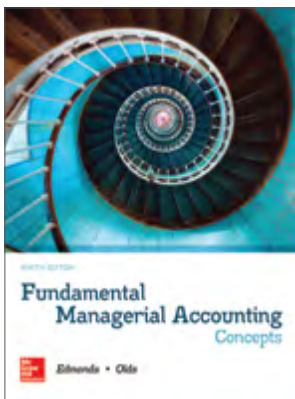
The 5th Edition of International Accounting provides an overview of the broadly defined area of international accounting but also focuses on the accounting issues related to international business activities and foreign operations. This edition also includes updated coverage of the International Accounting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

### 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

**NEW**



#### Introduction To Managerial Accounting

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

Edition: 9  
2022©  
752 Pages  
Print: 9781264263769  
Connect: 9781265672003

### 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.

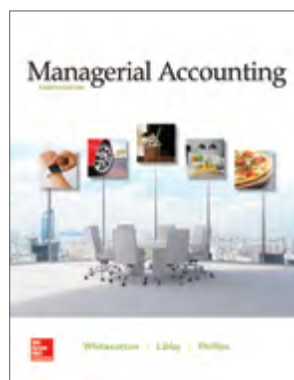


## FEATURES

- 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.

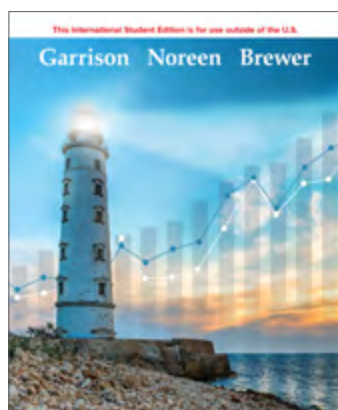
#### FEATURES

- 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



### Managerial Accounting

Ray H Garrison, Eric Noreen,  
Peter C. Brewer

Edition: 17

2021©

832 Pages

Print: 9781260575682

Connect: 9781260361629

### 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.

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

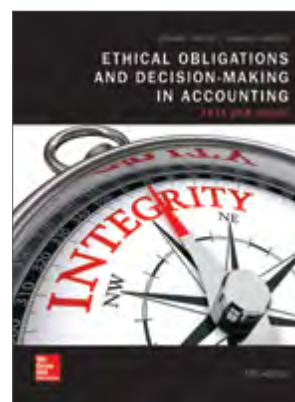
- Coverage of data analytics and big data in the context of managerial accounting have been significantly increased in this 12th edition. The topic is first introduced in Chapter 1, where it is discussed in the context of the Whole Foods Market contrast company. It then gets deeper coverage in Chapter 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.
- 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.

### 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

## Other 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.

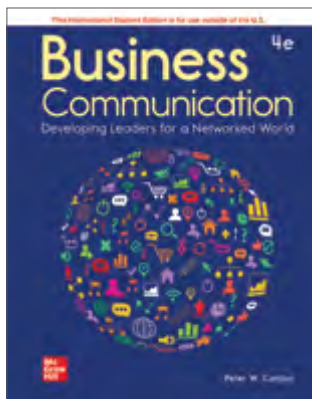


The book is devoted to helping students cultivate the ethical commitment needed to ensure that their work meets the highest standards of integrity independence and objectivity. Ethical Obligations and Decision Making in Accounting is designed to provide the instructor with the best flexibility and pedagogical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

## 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.
- 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

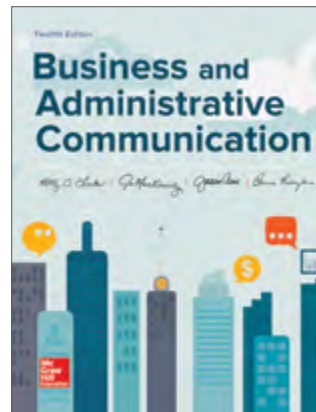
### Appendixes

Appendix A Punctuation, Number Usage, and Grammar

Appendix B Formatting for Letters and Memos

Index

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

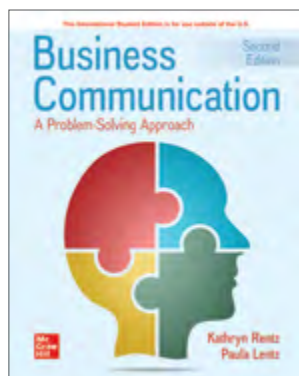
Edition: 12

2019©

672 Pages

Print: 9781260288384

Connect: 9781260686418



### 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

### 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.

**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**

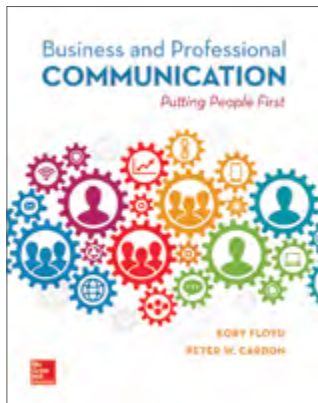
8. Sharing Informative and Positive Messages with Appropriate Technology
9. Delivering Negative Messages
10. Crafting Persuasive Messages

**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****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:** 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.

**CONTENTS**

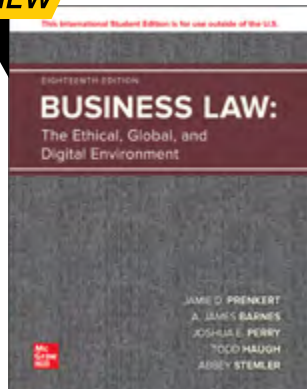
1. Communicating for Professional Success
2. Culture, Diversity, and Global Engagement
3. Verbal and Nonverbal Messages
4. Listening and Learning
5. Perspective Taking
6. Effective Team Communication
7. Effective Meetings
8. Career Communication
9. Interviewing Successfully
10. Writing across Media
11.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

**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.

## BUSINESS LAW

**NEW**



### Business Law

Jamie Darin Prenkert, A.  
James Barnes, Joshua E.  
Perry, Todd Haugh, Abbey  
Stemler.

Edition: 18  
2022©  
1632 Pages  
Print: 9781265406394  
Connect: 9781264296576

### OVERVIEW

Throughout its 80 years of existence this book has been a leader and an innovator in the fields of business law and the legal environment of business. One reason for the book's success is its clear and comprehensive treatment of the standard topics that form the traditional business law curriculum. Another reason is its responsiveness to changes in these traditional subjects and to new views about that curriculum.

In 1976 this textbook was the first to inject regulatory materials into a business law textbook defining the "legal environment" approach to business law. Over the years this textbook has also pioneered by introducing materials on business ethics corporate social responsibility global legal issues and e-commerce law. The 18th Edition continues to emphasize change by integrating these four areas into its pedagogy.

### 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



### 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



### Dynamic Business Law: The Essentials

Nancy K. Kubasek, M. Neil  
Browne, Daniel J. Herron,  
Lucien Dhooge, 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: 10  
2022©  
1040 Pages  
Print: 9781264704668  
Connect: 9781264126071

#### 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. The authors illustrate the various methods that can be used to reach a resolution, so that students understand how to make their own business decisions based on legal considerations.

#### FEATURES

- **INFORMATIVE & 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.
- **MANAGERIAL PERSPECTIVE** - Employment Law for Business uses management-related dilemmas to help students build critical thinking and decision-making skills.
- **EXCERPTED CASES** - Carefully chosen to highlight key employment laws and strengthen managerial liability-avoidance skills.

**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

The objective of the text throughout its coverage is ease—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.

**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

Appendix: The Constitution of the United States

**Essentials of Business Law**

Anthony Liuzzo,  
Hughes Ruth Calhoun

Edition: 11

2022©

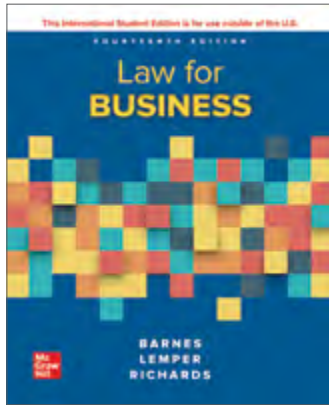
672 Pages

Print: 9781264966745

Connect: 9781264126477

**OVERVIEW**

The new, eleventh edition of the Essentials of Business Law program is a practical, concise, and broad-based introduction to the vibrant field of business law. While continuing to offer all of the features that have made the ten prior editions successful, this new edition includes a chapter on the areas of law affected by social media, updated content, and enhanced support materials. 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.



### Law for Business

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

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

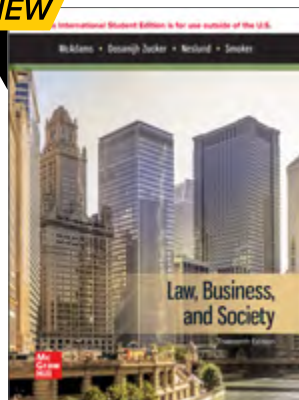
#### PART NINE: Government Regulation

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 Zucker, Kristofer  
Neslund, Kari A. Smoker.

Edition: 13  
2022©  
928 Pages  
Print: 9781260570601  
Connect: 9781260354737

### OVERVIEW

*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.

### FEATURES

- **INTERDISCIPLINARY APPROACH** - Elements of law, political economy, international business, ethics, social responsibility, and management help students build a logical understanding of the regulatory process.
- **ANALYTICAL THINKING** - Contemporary legal and ethical conflicts emerging from today's news, polls, data, and research provoke students to think deeply about the law and policies in place.
- **ETHICS COVERAGE** - This text examines how individual and corporate ethics shape business behavior. Chapter 2 (Business Ethics) is devoted exclusively to ethics, and ethics themes emerge throughout the book. Chapter 16 (International Ethics and Law) provides an overview of the legal and ethical issues emerging from global business practice, and Chapter 18 (Internet Law and Ethics) surveys some cyber law and ethics problems.
- **INTERNATIONAL ISSUES** - Students examine the worldwide implications of American business through topics such as comparative economic systems, the Foreign Corrupt Practices Act, and global pollution. Chapter 16, International Ethics and Law is entirely devoted to international themes.

### 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

### APPENDICES

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



## 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

**NEW**



### The Legal and Regulatory Environment of Business

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

Edition: 19  
2022©  
848 Pages  
Print: 9781264734320  
Connect: 9781264125807

## OVERVIEW

Built on a foundation on property law, lead author, Marissa Pagnattaro from 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 in The Legal and Regulatory Environment of Business.

Using court cases and engaging examples in the Sidebars of the text 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 courses.

## CONTENTS

### Part ONE Introduction: Legal Foundations for Business

1. Law as a Foundation for Business
2. The Role of Ethics in Decision Making
3. Understanding 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. TortsAffecting Business
11. Intellectual Property
12. GlobalExpansion and International Law
13. CriminalLaw 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 and Resource Sustainability

**Part FOUR The Employer—Employee Relationship**

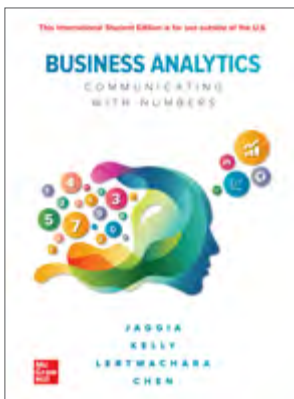
- 20. Employment Discrimination Laws
- 21. Employer Responsibilities and Employee Rights  
-Employment Laws
- 22. Labor—Management Relationship

**Appendix**

- Appendix I: Case Briefing and Legal Study Tips
- Appendix II: Sample Complaint
- Appendix III: The Constitution of the United States of America
- Appendix IV: Selected Sections of Article 2 of Uniform Commercial Code
- Appendix V: Selected Sections of the Sarbanes-Oxley Act of 2002
- Appendix VI: Selected Sections of Securities Act of 1933
- Appendix VI: Selected Sections of Securities Exchange Act of 1934

## BUSINESS STATISTICS

### Business Analytics

**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

### FEATURES

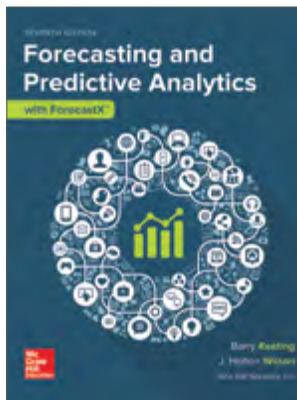
#### Major overall updates for this edition include:

- 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 Forecasting



### Forecasting And Predictive Analytics With ForecastX

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

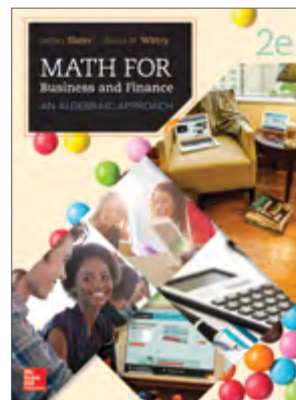
Edition: 7  
2019©  
592 Pages  
Print: 9781260085235  
Connect: 9781260165487

### 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.

## 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**

**Print: 9781260566628**

**Connect: 9781260239454**

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

### 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

## Business Research Methods

**NEW**



### Business Research Methods

Pamela S. Schindler

Edition: 14

2022©

656 Pages

Print: 9781264704651

Connect: 9781260733792

### OVERVIEW

#### Business Research Methods

14e contains stand-alone chapters that reflect research industry practices using real examples from all areas of business. In collaborations with over two dozen industry researchers, Schindler writes a real-world research methods book that distinguishes between big data analytics and small data with an emphasis on decision making. She eloquently covers ethical issues and their solutions, and has added more coverage of process models, sampling how to, and data preparation.

Conscious of the different learning styles of students, Schindler provides appropriate cues for both visual and verbal learners through the use of in-text exhibits, bolded key terms, conceptual photos throughout and research thought-leader quotes in PowerPoints for each chapter.

She also used various interim GreenBook Research Industry Trends (GRIT) reports to guide the research for this revision. The latest GRIT Report is based on the largest study of research suppliers and users ever conducted. Automation and privacy are hot topics in GRIT, so she added material on both these topics in the 14th edition.

### FEATURES

- **Strong Summaries for Each Learning Objective.** The summaries are comprehensive, knowing sometimes these are the only material a student has time to read before class. These are tightly tied to the learning objectives and the key terms in the chapter.
- **Multipurpose Discussion Questions.** These can serve as review for students, as testing exercises, or as options for lively class discussions as many are pulled from the headlines reflecting real business situations.
- **Appendices that Add Value.** End-of-chapter and

end-of-text appendices offer information that, given the differing skills and knowledge of their students, professors may choose to emphasize or exclude. End-of-book appendices offer opportunities for active learning, and testing, supplementing text material.

### 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  
Appendix: Calculate the Sample Size
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  
Appendix: Sources of Measurement Questions
12. Stage 3: Measurement Instruments

#### Part Four: Collect, Prepare, and Examine Data

13. Stage 3: Collect, Prepare, and Examine Data  
Appendix: Better Tables  
Appendix: Review: Describing Data Statistically

#### 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  
Appendix: Better Reports

#### Part Seven: Research Project Overview

17. An Integrated Example

Case Index

Appendices

Business Research Proposals and RFPs (with Sample RFP)

Focus Group Discussion Guide

Nonparametric Significance Tests

Selected Statistical Tables

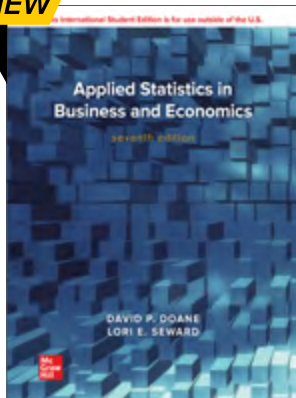
References

Glossary

Indexes

## Business Statistics

NEW

**Applied Statistics in Business and Economics****David Doane, Lori Seward****Edition: 7****2022©****848 Pages****Print: 9781260597646****Connect: 9781260719253****OVERVIEW**

Applied Statistics in Business and Economics 7th edition provides real meaning to the use of statistics in the real world by using real business situations and real data while appealing to students who want to know the “why” rather than just the “how.” The text emphasizes thinking about data, choosing appropriate analytic tools, using computers effectively, and recognizing limitations of statistics.

It motivates student learning through applied current exercises and cases that provide real-world relevance and includes analytics in action, careers and applications of big data, Artificial Intelligence, and machine learning (including ethical issues).

The Doane and Seward authors work as a team, integrating the digital and eBook assets seamlessly. In recognition of growing interest in analytics training beyond Excel, the textbook now provides an optional introduction to R with illustrations of topics in each chapter. Support for R is further enhanced with LearningStats modules, tables of R functions, and R-compatible Excel data sets.

**FEATURES**

The seventh edition of the book includes:

- New, brighter overall design (format, colors).
- Continued strong focus on Excel and business applications.
- New Analytics in Action briefings on careers in data analytics and exciting applications of big data, artificial intelligence, and machine learning (including ethical issues).
- New Appendix J with side-by-side comparison of statistics functions in Excel and R.
- New Appendix K with an easy walk-through to get started with R and RStudio.

- Chapter-end Software Supplements showing how to use R for applications in that chapter.
- Updated test bank questions matched with topics and learning objectives.
- New and updated Mini Cases for economics and business.
- New and updated exercise data sets, web links, Big Data Sets, and Related Reading.
- Connect® supplements including LearningStats demonstrations, illustrations of R calculations for common tasks, and video tutorials (both PC and Mac).

**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. Time-Series Analysis
  15. Chi-Square Tests
  16. Nonparametric Tests
  17. Quality Management
  18. Simulation
- Appendix A: Binomial Probabilities  
 Appendix B: Poisson Probabilities  
 Appendix C-1: Standard Normal Areas  
 Appendix C-2: Cumulative Standard Normal Distribution  
 Appendix D: Student's t Critical Values  
 Appendix E: Chi-Square Critical Values  
 Appendix F: Critical Values of F.10  
 Appendix G: Solutions to Odd-Numbered Exercises  
 Appendix H: Answers to Exam Review Questions  
 Appendix I: Writing and Presenting Reports  
 Appendix J: Statistics in Excel and R  
 Appendix K: Using Rand RStudio



## Basic Statistics For Business And Economics

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

**Edition: 10**

**2022©**

**640 Pages**

**Print: 9781260597578**

**Connect: 9781260719314**

### OVERVIEW

Basic Statistics in Business & Economics provides students majoring in management, marketing, finance, accounting, economics, and other fields of business administration with an introductory survey of descriptive and inferential statistics. Many examples and exercises that focus on business applications are used to illustrate the application of statistics, but also relate to the current world of the college student. A previous course in statistics is not necessary, and the mathematical requirement is first-year algebra.

Students are given every step needed to be successful in a basic statistics course. This step-by-step approach enhances performance, accelerates preparedness, and significantly improves motivation. Understanding the concepts, seeing, and doing plenty of examples and exercises, and comprehending the application of statistical methods in business and economics are the focus of this book.

A variety of statistical software is available to complement the 10th edition. Microsoft Excel includes an add-in with many statistical analyses. MegaStat is an add-in available for Microsoft Excel. Minitab and JMP are stand-alone statistical software packages available to download for either PC or Mac. In the text, Microsoft Excel, Minitab, and MegaStat are used to illustrate statistical software analyses.

### FEATURES

The text now uses an excellent set of

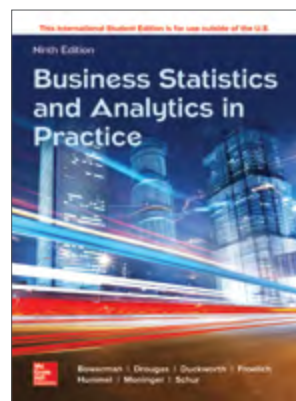
- Excel tutorials to demonstrate how to use Excel to perform the statistical analyses in the text. Rather than referring to a set of written procedures, users will be able to view well-organized presentations that clearly demonstrate how to use the various statistical tools, functions, and analyses in Excel.
- Data Analytics Sections: The goal of the Data Analytics sections is to develop analytical skills. The exercises present a real-world context with supporting data. The data sets are printed in

Appendix A and available to download from the text's website [www.mhhe.com/Lind10e](http://www.mhhe.com/Lind10e). Statistical software is required to analyze the data and respond to the exercises. Each data set is used to explore questions and discover findings that relate to a real-world context. For each business context, a story is uncovered as the student progresses from Chapters 1 to 15.

### 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

Appendixes: Data Sets, Tables, Answers



## 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

## FEATURES

### Descriptive: Data preparation and visualization

- New sections devoted to data preparation in Chapter 1
- New sections on pivot table and other data visualization methods in Chapter 2
- Discussion of subsetted means in Chapter 3
- Discussion of pivot tables to analyze empirical probabilities in Chapter 4

### Predictive: Significant rewrite of regression and forecasting

- Streamlined discussion of goodness-of-fit measures in Chapter 14
- Revised section on model assumptions and common violations in Chapter 15
- Improved visualizations to explore nonlinear models in Chapter 16
- Categorical variables converted to dummy variables in Chapter 17
- New subsection on accuracy rates for binary choice models in Chapter 17
- Separate sections devoted to linear and nonlinear forecasting models in Chapter 18

### Technology: Expanded Excel and R instructions

- Greater use of Excel and R for solving problems
- Expanded R instructions, especially in regression and forecasting chapters
- Excel and R instructions in the explanation for the exercises in Connect Storytelling: More relevant discussion
- Numerous new examples, exercises, and case studies
- Updated data to make the applications more current
- Big data used in the writing sections for Chapters 1, 2, 3, 15, 16, and 17

## CONTENTS

### Part One: Introduction

1. Data and Data Preparation

### Part Two: Descriptive Statistics

2. Tabular and Graphical Methods
3. Numerical Descriptive Measures

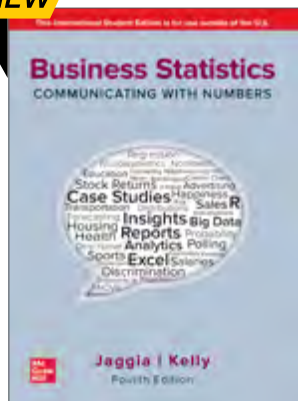
### Part Three: Probability and Probability Distributions

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

**NEW**



### Business Statistics: Communicating with Numbers

Sanjiv Jaggia, Alison Kelly

Edition: 4

2022©

800 Pages

Print: 9781260597561

Connect: 9781260719291

## OVERVIEW

Business Statistics strengthens the connection between the study of business statistics and the study of business analytics. The authors believe that the 4th edition will not only prepare students in basic statistics but will also get them ready and excited about further exploration of data analytics. This edition is available for use with Connect, a reliable, easy-to-use homework and learning management solution that embeds learning science and award-winning adaptive tools for better student results.

## 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

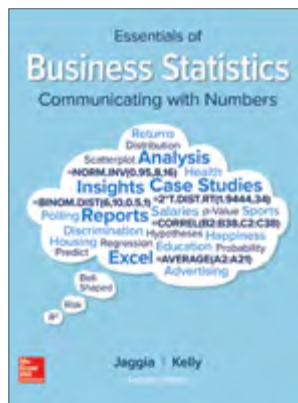
### Part Six: Supplementary Topics

18. Forecasting with Time Series Data
19. Returns, Index Numbers, and Inflation
20. Nonparametric Tests

### APPENDIX A: Getting Started with R

### APPENDIX B: Tables

### APPENDIX C: Answers to Selected Even-Numbered Exercises



### Essentials Business Statistics

Sanjiv Jaggia, Alison Kelly

Edition: 2

2020©

592 Pages

Print: 9781260547658

Connect: 9781260239522

### OVERVIEW

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.

By incorporating the perspective of professional users, the subject matter is more relevant and the presentation of material more straightforward for students. 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.

### FEATURES

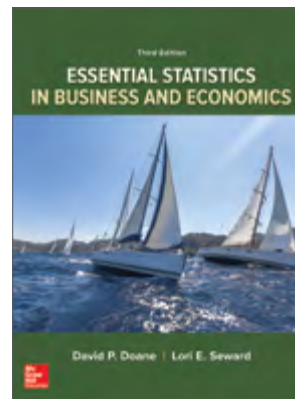
- Focus on the p-value approach, based on recommendations set forth by the Guidelines for Assessment and Instruction in Statistics Education.
- Streamlined Excel instructions to provide a more seamless reinforcement for the relevant topic.
- Completely revised Chapter 13 to include more on regression analysis, including dummy variables,

nonlinear relationships, trend forecasting models, and forecasting with trend and seasonality.

- Instructions for R, Minitab, SPSS, and JMP in chapter appendices
- Fully reviewed Connect exercises, adding more conceptual exercises, evaluated rounding rules, new Excel Sim problems, and revised tolerance levels.

### CONTENTS

1. Statistics and Data
2. Tabular and Graphical Methods
3. Numerical Descriptive Measures
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 Statistics in Business and Economics

David Doane, Lori Seward

Edition: 3

2020©

688 Pages

Print: 9781260547641

Connect: 9781260242331

### OVERVIEW

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

- Objective 1 — Communicate the Meaning of Variation in a Business Context Variation exists everywhere in the world around us and successful businesses know how to measure variation. This text shows how businesses know how to tell when variation should be responded to and when it should be left alone.
- Objective 2 — Use Realistic Business Applications The text offers examples, case studies, and problems from current research or real applications whenever possible. Hypothetical data are used when it seems the best way to illustrate a concept.
- Objective 3 — Incorporate Current Statistical Practices and Offer Practical Advice With the increased reliance on computers and data analytics,

statistics practitioners have changed the way they use statistical tools. The text shows the current practices and explains why they are used the way they are, and tells you when each technique should not be used.

- Objective 4 — Provide More In-Depth Explanation of the Why and Let the Software Take Care of the How

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.

### 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



### 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

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.
- 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.

### 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

### COMPUTER INFORMATION TECHNOLOGY



#### 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, 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.

#### 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  
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

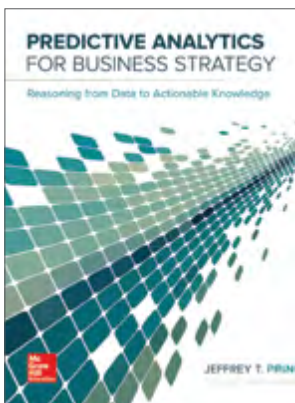
1. Introduction to Operating Systems
2. Computer Security Basics
3. Desktop Virtualization
4. Windows 7
5. Windows 10



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

### Data Analytics for Economics



#### 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.

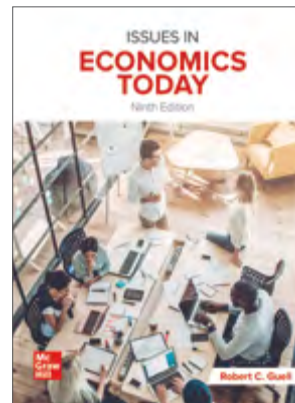
#### FEATURES

- 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.
- 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

### Economics Issues



#### 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
29. Antitrust
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
35. Rent Control
36. The Economics of K–12 Education
37. College and University Education: Why is it so Expensive?
38. Poverty and Welfare
39. Head Start
40. Social Security
41. Personal Income Taxes
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

### Environmental Economics



### Environmental Economics

**Barry C Field, Martha K Field**

**Edition: 8**

**2021©**

**464 Pages**

**Print: 9781260575491**

### OVERVIEW

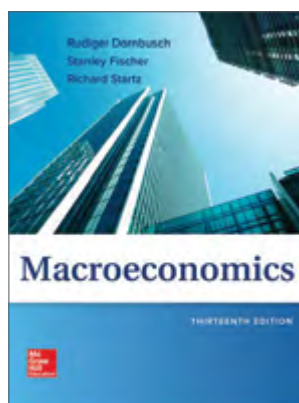
Environmental Economics is an introduction to the basic principles of environmental economics as they have been developed in the past and as they continue to evolve. The examples discussed in this textbook represent only a sample of the full range of issues that actually exists. For this reason, the 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

### Intermediate Macroeconomics



#### Macroeconomics

Rudiger Dornbusch,  
Stanley Fischer,  
Richard Startz

Edition: 13  
2018©  
Print: 9781259253409  
Connect: 9781259868580

#### OVERVIEW

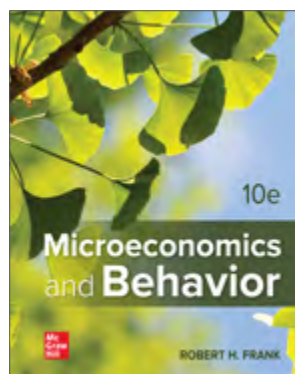
This book relies on straightforward explanations by emphasizing concepts over technique and fitting difficult material into a larger framework so students can see its relevance in the world. The authors explore state-of-the-art research while allowing for flexibility in how much to emphasize these topics.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

#### CONTENTS

1. Introduction
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
18. Policy
19. Financial Markets and Asset Prices

20. The National Debt
21. Recession and Depression
22. Inflation and Hyperinflation
23. International Adjustment and Interdependence
24. Advanced Topics

### Intermediate Microeconomics



#### 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.

#### CONTENTS

##### 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

##### 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

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

## International Economics



### International Economics

Thomas Pugel

Edition: 17

2020©

800 Pages

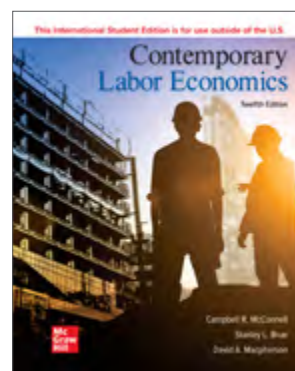
Print: 9781260565539

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.

## Labor Economics



### Contemporary Labor Economics

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

Edition: 12

2021©

640 Pages

Print: 9781260570625

Connect: 9781260736502

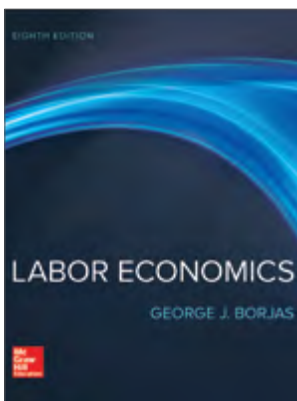


**OVERVIEW**

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 Twelfth 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.

**CONTENTS**

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

**Managerial Economics****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

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

### FEATURES

- **Demonstration Problems:** Every chapter contains Demonstration Problems that provide students with detailed answers to help them verify that they have mastered the material. Select Demonstration Problems also offer a video walk-through of the problem, explaining the steps along the way.
- **Inside Business Applications:** Most chapters offer Inside Business applications boxes to illustrate how theories explained in the text relate to a host of different business situations.
- **Calculus and Non-Calculus Alternatives:** Users can easily include or exclude calculus-based material without losing content or continuity. More detailed calculus derivations are relegated to chapter Appendices.
- **Variety of End-of-Chapter Problems:** Three types of problems are offered. Highly structured but nonetheless challenging Conceptual and Computational Questions stress fundamentals. Problems and Applications, which are far less structured and, like real-world decision environments, may contain more information than is actually needed to solve the problem.

### 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

**NEW**



### Managerial Economics & Business Strategy

Michael Baye, Jeff Prince.

Edition: 10

2022©

576 Pages

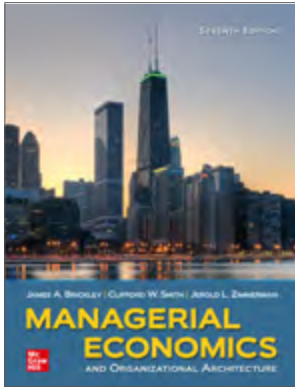
Print: 9781266071010

Connect: 9781264575435

### OVERVIEW

*Managerial Economics and Business Strategy* has been revised to include updated examples and problems, but it retains all of the basic content that made previous editions a success. 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 10th edition 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 rival's 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



### Managerial Economics & Organizational Architecture

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

Edition: 7

2021©

768 Pages

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.

#### CONTENTS

##### PART 1: Basic Concepts

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

##### PART 2: Managerial Economics

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

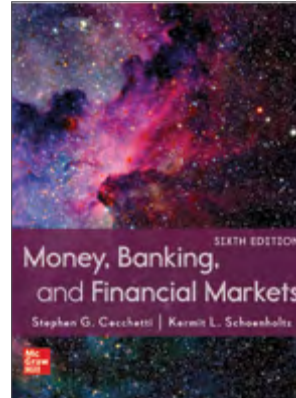
18. Corporate Governance
19. Vertical Integration and Outsourcing
20. Leadership: Motivating Change within Organizations
21. Understanding the Business Environment: The

- Economics of Regulation
22. Ethics and Organizational Architecture
23. Organizational Architecture and the Process of Management Innovation

Glossary

Index

### Money and Banking



### 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](http://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.

#### CONTENTS

##### Part I Money and the Financial System

1. An Introduction to Money and the Financial System
2. Money and the Payments System
3. Financial Instruments, Financial Markets, and Financial Institutions

## 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

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.

## CONTENTS

### 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

6. Elasticity
7. Utility Maximization
8. Behavioral Economics

### PART FOUR Microeconomics of Product Markets

9. Businesses and the Costs of Production
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

## Principles of Economics



### 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,



**PART SEVEN GDP, Growth, and Instability**

- 26. An Introduction to Macroeconomics
- 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**

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****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**

- 9. Comparative Advantage, Exchange Rates, and Globalization
- 10. International Trade Policy

**PRODUCTION AND COST ANALYSIS**

- 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

**PART III: MACROECONOMICS****MACROECONOMIC BASICS**

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

**POLICY MODELS**

- 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

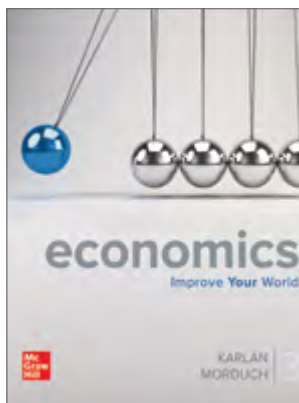
### INTERNATIONAL MACROECONOMIC POLICY ISSUES

35. International Financial Policy

36. Macro Policy in a Global Setting

37. Structural Stagnation and Globalization

38. Macro Policy in Developing Countries



### Economics

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 Worked Problem Videos:** Brief videos work through end-of-chapter problems to aid in student understanding of core economic concepts and help with more challenging material. The videos are available as hints within Connect.

**NEW**



### Principles of Economics

Robert H. Frank, Ben Bernanke, Kate Antonovics, Ori Heffetz.  
Edition: 8

2022©  
880 Pages  
Print: 9781266052309  
Connect: 9781264250479

### OVERVIEW

Principles of Economics focuses on seven core principles to produce economic naturalists through active learning. By eliminating overwhelming detail and focusing on core principles, students from all backgrounds are able to gain a deeper understanding of economics. Focused on helping students become “economic naturalists,” people who employ basic economic principles to understand and explain what they observe in the world around them. COVID-19 pandemic content, analysis, and examples further engage students.

With engaging questions, explanations, exercises and videos, 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.” Author developed Learning Glass concept overview videos and Worked Problem videos give students an overview of challenging and important concepts.

### FEATURES

- **Updated, Current Topic Coverage:** Current data and refreshed examples, including the COVID-19 pandemic of 2020, have been added to bring engagement and course relevance to students. Many end of chapter questions are entirely new or revised as well.
- **Expanded Economic Naturalist Videos:** Expanded video series based on Economic
- **Naturalist examples.** A series of videos covering some of the author’s favorite micro- and macro-focused examples can be used as part of classroom presentations or assigned for homework along with accompanying questions within McGraw Hill Connect.

### CONTENTS

1. Thinking Like an Economist
2. Comparative Advantage
3. Supply and Demand
4. Elasticity
5. Demand
6. Perfectly Competitive Supply
7. Efficiency, Exchange, and the Invisible Hand in Action
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
13. Labor Markets, Poverty, and Income Distribution
14. Public Goods and Tax Policy
15. International Trade and Trade Policy
16. Macroeconomics: The Bird’s-Eye View of the Economy
17. Measuring Economic Activity: GDP and Unemployment
18. Measuring the Price Level and Inflation
19. Economic Growth, Productivity, and Living Standards
20. The Labor Market: Workers, Wages, and Unemployment
21. Saving and Capital Formation
22. Money, Prices, and the Federal Reserve
23. Financial Markets and International Capital Flows
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
28. Exchange Rates and the Open Economy

**NEW**



## Principles of Economics, A Streamlined Approach

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

Edition: 4  
2022©  
704 Pages  
Print: 9781260597981  
Connect: 9781264058617

### FEATURES

- In all chapters, the narrative has been tightened and shortened slightly. Many of the examples have been updated, with a focus on examples that connect to current events such as COVID-19. The examples and exercises from the previous edition have been redesigned to provide more clarity and ease of use. Data has been updated throughout.
- Concept Checks: Previously named Exercises, these self-test questions in the body of the chapter enable students to determine whether the preceding material has been understood and reinforce understanding before students read further.

### CONTENTS

#### PART 1: Introduction

1. Thinking Like an Economist
2. Supply and Demand
3. A Brief Look at Macroeconomics

#### PART 2: Competition and the Invisible Hand

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

#### PART 3: Market Imperfections

7. Monopoly, Oligopoly, and Monopolistic Competition
8. Games and Strategic Behavior
9. Externalities and Property Rights

#### PART 4: Economics of Public Policy

10. Using Economics to Make Better Policy Choices

#### PART 5: International Trade

11. International Trade and Trade Policy

#### PART 6: Macroeconomics: Issues and Data

12. Macroeconomics: The Bird's-Eye View of the Economy
13. Measuring Economic Activity: GDP, Unemployment, and Inflation

#### PART 7 The Economy in the Long Run

14. Economic Growth, Productivity, and Living Standards

15. The Labor Market: Workers, Wages, and Unemployment
16. Saving and Capital Formation
17. Money, the Federal Reserve, and Global Financial Markets

#### PART 8 The Economy in the Short Run

18. Short-Term Economic Fluctuations and Fiscal Policy
19. Stabilizing the Economy: The Role of the Fed
20. Inflation and Aggregate Supply

#### PART 9 The International Economy

21. Exchange Rates and the Open Economy

**NEW**



## The Economy Today

Bradley R. Schiller, Karen  
Gebhardt.

Edition: 16  
2022©  
896 Pages  
Print: 9781266068430  
Connect: 9781264273317

### OVERVIEW

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

Schiller/Gebhardt 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 versus government dilemma.

The authors teach economics in a current and relevant context, including the COVID Pandemic of 2020, filling chapters with the real facts and applications of economic life. Schiller/Gebhardt 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. You will also find the current Economist and Chief, Joe Biden, featured in the opening chapter.



**FEATURES**

- **Policy Focus:** Help students see the relevance of studying economics to themselves and the world around them. Explanatory captions to every boxed insert. Referencing all of the boxed material in the body of the text. Referencing the boxed material in end-of-chapter discussions questions and problems. Captioned photos to assure that students see their relevance.
- **Robust Connect Integration:** Connect content personally developed by Schiller and Gebhardt 60 years of undergrad, face-to-face, online, hybrid and remote teaching Graded and ungraded activities for integration into lecture, assigned discussion board or problem set. Assignable discussion, graphing, and algorithmic problems; interactive graphs; and videos make it easy to enhance learning with just a few clicks.
- **Decisions for Tomorrow -** At the end of every chapter students are challenged to use critical thinking skills to apply core concepts to a real-world phenomenon. The challenges may relate to public policy issues or life situations. Over 20 new or revised Decisions for Tomorrow examples.
- **Questions for Discussion:** End-of-chapter questions are common in textbooks. What distinguishes the questions in Schiller/Gebhardt is their explicit integration with the core narrative and the boxed features in each chapter. There are 80 new questions in this 16th edition.

**CONTENTS****PART 1: The Economic Challenge**

1. Economics: The Core Issues

**Appendix: Using Graphs**

2. The U.S Economy: A Global View
3. Supply and Demand
4. The Role of Government

**MACRO****PART 2: Competition and the Invisible Hand**

5. National Income Accounting
6. Unemployment
7. Inflation

**PART 3: Cyclical Instability**

8. The Business Cycle
9. Aggregate Demand

**Appendix: The Keynesian Cross**

10. Self-Adjustment or Instability?

**Part 4: Fiscal Policy Tools**

11. Fiscal Policy
12. Deficits and Debt

**PART 5: Monetary Policy Options**

13. Money and Banks
14. The Federal Reserve System

15. Monetary Policy

**PART 6: Supply-Side Options**

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

**Part 7: Policy Constraints**

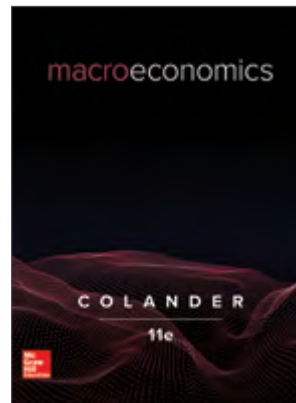
18. Theory Versus Reality

**MACRO****PART 8: Product Markets: The Basics**

19. Consumer Choice

**Appendix: Indifference Curves**

20. Elasticity
21. The Costs of Production

**Principles of Macroeconomics****Macroeconomics**

David C. Colander

Edition: 11

2020©

576 Pages

Print: 9781260566598

Connect: 9781260507089

**OVERVIEW**

Colanders 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

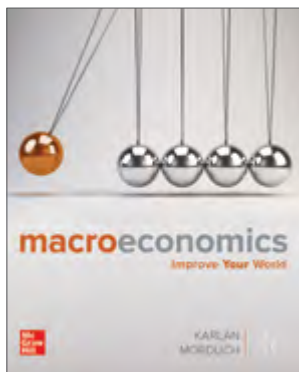
13. Deficits and Debt: The Austerity Debate
14. The Fiscal Policy Dilemma

### 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



### 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.

### CONTENTS

1. Economics And Life
2. Specialization And Exchange
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8. The Cost of Living
9. Unemployment And the Labor Market
10. Economic Growth
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13. Fiscal Policy
14. The Basics of Finance
15. Money And the Monetary System
16. Inflation
17. Financial Crisis
18. Open-Market Macroeconomics
19. Development Economics



### Principles of Macroeconomics

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

Edition: 8  
2022©  
544 Pages  
Print: 9781264364756  
Connect: 9781264250349

### OVERVIEW

*Principles of Macroeconomics* focuses on seven core principles to produce economic naturalists through active learning. By eliminating overwhelming detail and focusing on core principles, students from all backgrounds are able to gain a deeper understanding of economics. Focused on helping students become "economic naturalists" — people who employ basic economic principles to understand and explain what they observe in the world around them.

COVID-19 pandemic content analysis and examples further engage students. With engaging questions, explanations, exercises, and videos, 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."

Author developed Learning Glass concept overview videos and Worked Problem videos give students an overview of challenging and important concepts. With new videos and engagement tools in Connect like Application-Based Activities alongside SmartBook's adaptive reading experience the 8th edition enables instructors to spend class time engaging facilitating and answering questions instead of lecturing on the basics.

## FEATURES

- **Application-Based Activities (ABAs):** New to Connect, these ABAs provide students valuable practice using problem solving skills to apply their knowledge to realistic scenarios.
- **Interactive Graphs:** A series of learning tools available within Connect to help students visualize and interpret Economic concepts, graphs, and data. Students get hands on to see the relevance of the subject matter by providing visual displays for students to manipulate.
- **ECON Everyday Blog:** We make it easy to bring current events and engaging examples into your course to help make economics real for your students. With our ECON Everyday blog, we provide a quick summary of articles/podcasts/videos and tag content by topic and area of interest (i.e. student majors) to make it easy to find. We also offer discussion questions for pick-up and go implementation. Content is updated weekly. To learn more, visit [www.econeveryday.com](http://www.econeveryday.com).
- **Adaptive Econ Prep – Math and Graphing:** Assigned at the moment of need, these adaptive modules are devoted to helping students refresh on important prerequisite topics necessary to be successful in economics.

## CONTENTS

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

### Part Two: Macroeconomics: Data and Issues

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

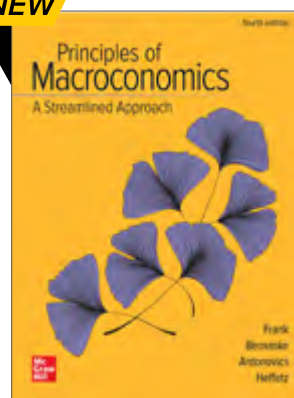
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12. Short-Term Economics Fluctuations: An Introduction
13. Spending and Output in the Short Run
14. Stabilizing the Economy: The Role of the Fed
15. Aggregate Demand, Aggregate Supply, and Inflation

### Part Five: The International Economy

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

**NEW**



## Principles of Macroeconomics, A Streamlined Approach

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

Edition: 4  
2022©  
480 Pages  
Print: 9781260590760  
Connect: 9781264058747

## OVERVIEW

*Principles of Macroeconomics: A Streamlined Approach* seeks to promote a deeper understanding of economics by focusing on core concepts to produce economic naturalists through active learning. By eliminating overwhelming detail and focusing on core principles, students from all backgrounds are able to grasp a deeper understanding of economics. Instead of quantitative detail, the focus is on helping students become "economic naturalists," people who employ basic economic principles to understand and explain the world around them. COVID-19 pandemic content, analysis, and examples further engage students.

Fewer themes, less math rigor, and a new suite of video resources allow instructors the flexibility to teach the course they want to teach, whether it's adopting a flipped classroom format, administering a course online, or just bringing more engaging, digital content into their lectures. Students benefit from more repetition of basic concepts and support through the interactive resources in Connect, resulting in a greater mastery and retention of core economic ideas.

## FEATURES

- Application-Based Activities (ABAs): New to Connect, these ABAs provide students valuable practice using problem solving skills to apply their knowledge to realistic scenarios.
- Interactive Graphs: A series of learning tools available within Connect to help students visualize and interpret Economic concepts, graphs, and data. Students get hands on to see the relevance of the subject matter by providing visual displays for students to manipulate.
- Updated, Current Topic Coverage: Current data and refreshed examples, including the COVID 19 pandemic of 2020, have been added to bring engagement and course relevance to students.

## CONTENTS

### Part One: Introduction

1. Thinking Like an Economist
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6. Measuring the Price Level and Inflation

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13. Spending and Output in the Short Run
14. Stabilizing the Economy — The Role of the Fed
15. Aggregate Demand, Aggregate Supply, and Inflation

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11. International Trade and Trade Policy

### Part Six: Macroeconomics: Issues and Data

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13. Measuring Economic Activity: GDP, Unemployment, and Inflation

### Part Seven: The Economy in the Long Run

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15. The Labor Market: Workers, Wages, and Unemployment

16. Saving and Capital Formation
17. Money, the Federal Reserve, and Global Financial Markets

### Part Eight: The Economy in the Short Run

18. Short-Term Economic Fluctuations and Fiscal Policy
19. Stabilizing the Economy: The Role of the Fed
20. Inflation and Aggregate Supply

### Part Nine: The International Economy

21. Exchange Rates and the Open Economy



## The Macroeconomy Today

Bradley R. Schiller, Karen Gebhardt.

Edition: 16  
2022©

528 Pages

Print: 9781264370573

Connect: 9781264273607

## OVERVIEW

*The Macroeconomy Today* is noted for three great strengths: currency, policy focus, and readability. The accessible writing style engages students and brings the excitement of domestic and global economic news into the classroom.

The authors teach economics in a current and relevant context, including the COVID Pandemic of 2020, filling chapters with the real facts and applications of economic life. Schiller/Gebhardt 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. You will also find the current Economist and Chief, Joe Biden, featured in the opening chapter.

## FEATURES

- More Current Integration of coronavirus pandemic. 2020 Presidential Election results. Latest data on U.S. economic performance, global comparisons, policy initiatives, court cases, and political controversies.
- Policy Focus: Help students see the relevance of studying economics to themselves and the world around them. Explanatory captions to every boxed insert. Referencing all of the boxed material in the body of the text. Referencing the boxed material in end-of-chapter discussions questions



and problems. Captioned photos to assure that students see their relevance.

- Readability: Lively. Issues-Focused. Every boxed feature, graph, table – explained and analyzed. Every feature is referenced in the text – supports reading/learning over skipping.
- Robust Connect Integration: Connect content personally developed by Schiller and Gebhardt 60 years of undergrad, face-to-face, online, hybrid and remote teaching Graded and ungraded activities for integration into lecture, assigned discussion board or problem set. Assignable discussion, graphing, and algorithmic problems; interactive graphs; and videos make it easy to enhance learning with just a few clicks. Materials harmonized and robustly integrated with Connect, providing peace of mind for both the professor and student.

## CONTENTS

### Part One: The Economic Challenge

1. Economics: The Core Issues  
Appendix: Using Graphs
2. The U.S. Economy: A Global View
3. Supply and Demand
4. The Role of Government

### Part Two: Measuring Macro Outcomes

5. National Income Accounting
6. Unemployment
7. Inflation

### Part Three: Cyclical Instability

8. The Business Cycle
9. Aggregate Demand  
Appendix: The Keynesian Cross
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

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



## Microeconomics

David C. Colander

Edition: 11

2020©

624 Pages

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.

## 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: 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

9. Comparative Advantage, Exchange Rates, and Globalization
10. International Trade Policy

### PRODUCTION AND COST ANALYSIS

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

### CONTENTS

1. Economics and Life
2. Specialization and Exchange
3. Markets
4. Elasticity
5. Efficiency
6. Government Intervention
7. Consumer Behavior
8. Behavioral Economics:  
A Closer Look at Decision Making
9. Game theory and Strategic Thinking
10. Information
11. Time and Uncertainty
12. The Costs of Production
13. Perfect Competition
14. Monopoly
15. Monopolistic Competition and Oligopoly
16. The Factors of Production
17. International Trade
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



#### 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.

**NEW**



#### Principles of Microeconomics

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

Edition: 8  
2022©  
480 Pages  
Print: 9781264364763  
Connect: 9781264250417

### OVERVIEW

Principles of Microeconomics focuses on seven core principles to produce economic naturalists through active learning. By eliminating overwhelming detail and focusing on core principles students from all backgrounds are able to gain a deeper understanding of economics. Focused on helping students become "economic naturalists" people who employ basic economic principles to understand and explain what they observe in the world around them. COVID-19 pandemic content analysis and examples further engage students.

Author developed Learning Glass concept overview videos and Worked Problem videos give students an

overview of challenging and important concepts. With new videos and engagement tools in Connect like Application-Based Activities alongside SmartBook's adaptive reading experience the 8th edition enables instructors to spend class time engaging facilitating and answering questions instead of lecturing on the basics.

## FEATURES

- Updated, Current Topic Coverage: Current data and refreshed examples, including the COVID 19 pandemic of 2020, have been added to bring engagement and course relevance to students. Many end of chapter questions are entirely new or revised as well.
- Application-Based Activities (ABAs): New to Connect, these ABAs provide students valuable practice using problem solving skills to apply their knowledge to realistic scenarios. Students progress from understanding basic concepts to using their knowledge to analyze complex scenarios and solve problems.
- Interactive Graphs: A series of learning tools available within Connect to help students visualize and interpret Economic concepts, graphs, and data. Students get hands on to see the relevance of the subject matter by providing visual displays for students to manipulate.

## CONTENTS

### Part One: Introduction

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

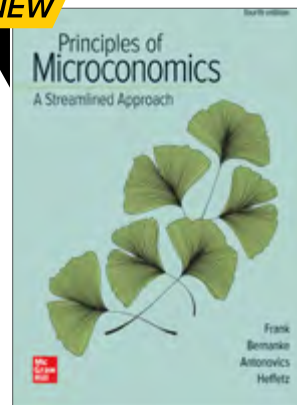
### Part Four: Economics of Public Policy

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

### Part Five: International Trade

- 15: International Trade and Trade Policy

**NEW**



## Principles of Microeconomics, A Streamlined Approach

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

**Edition: 4**  
**2022©**  
**480 Pages**  
**Print: 9781264370603**  
**Connect: 9781264058815**

## OVERVIEW

*Principles of Microeconomics: A Streamlined Approach* seeks to promote a deeper understanding of economics by focusing on core concepts to produce economic naturalists through active learning. By eliminating overwhelming detail and focusing on core principles, students from all backgrounds are able to grasp a deeper understanding of economics.

Instead of quantitative detail, the focus is on helping students become “economic naturalists,” people who employ basic economic principles to understand and explain the world around them. COVID-19 pandemic content, analysis, and examples further engage students.

Fewer themes, less math rigor, and a new suite of video resources allow instructors the flexibility to teach the course they want to teach, whether it's adopting a flipped classroom format, administering a course online, or just bringing more engaging, digital content into their lectures. Students benefit from more repetition of basic concepts and support through the interactive resources in Connect, resulting in a greater mastery and retention of core economic ideas.

With new videos and engagement tools in Connect, like Application-Based Activities, alongside SmartBook's adaptive reading experience, the 4th edition enables instructors to spend class time engaging, facilitating, and answering questions instead of lecturing on the basics. 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

### Part One: Introduction

1. Thinking Like an Economist
2. Supply and Demand
3. A Brief Look at Macroeconomics

### Part Two: Competition and the Invisible Hand

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

### Part Three: Market Imperfections

7. Monopoly, Oligopoly, and Monopolistic Competition
8. Games and Strategic Behavior
9. Externalities and Property Rights

### Part Four: Economics of Public Policy

10. Using Economics to Make Better Policy Choices

### Part Five: International Trade

11. International Trade and Trade Policy

- SmartBook 2.0: Our adaptive reading experience has been made more personal, accessible, productive, and mobile.
- Expanded Mobile Access: For Connect users, the ReadAnywhere App is a free, downloadable app available on iOS and Android mobile devices. It gives students mobile freedom to access their eBook anywhere, even offline, on their smartphone or tablet.

### CONTENTS

#### Part One: The Economic Challenge

1. Economics — The Core Issues

#### Appendix: Using Graphs

2. The U.S. Economy — A Global View
3. Supply and Demand
4. The Role of Government

#### Part Two: Product Markets: The Basics

5. Consumer Choice

#### Appendix: Indifference Curves

6. Elasticity
7. The Costs of Production

#### Part Three: Market Structure

8. The Competitive Firm
9. Competitive Markets
10. Monopoly
11. Oligopoly
12. Monopolistic Competition

#### Part Four: Regulatory Issues

13. Natural Monopolies: (De)regulation?
14. Environmental Protection
15. The Farm Problem

#### Part Five: Factor Markets: Basic Theory

16. The Labor Market
17. Labor Unions
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

**NEW**



### The Micro Economy Today

Bradley R. Schiller,  
Karen Gebhardt

Edition: 16  
2022©  
560 Pages  
Print: 9781264370580  
Connect: 9781264273430

### OVERVIEW

*The Microeconomy Today* is noted for three great strengths: currency, policy focus, and readability. The accessible writing style engages students and brings the excitement of domestic and global economic news into the classroom.

The authors teach economics in a current and relevant context, including the COVID Pandemic of 2020, filling chapters with the real facts and applications of economic life. Schiller/Gebhardt 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. You will also find the current Economist and Chief, Joe Biden, featured in the opening chapter.

### FEATURES

- Numerical Problems: Numerical problems are also provided at the end of each chapter. Like the Questions for Discussion, the Problems are closely integrated with chapter material and often require the student to review a boxed feature and apply data contained therein. There are 227 new problems in this 16th edition.



## Survey of Economics



### M: Economics, The Basics

Mike Mandel

Edition: 4

2021©

416 Pages

Print: 9781260570571

Connect: 9781264068401

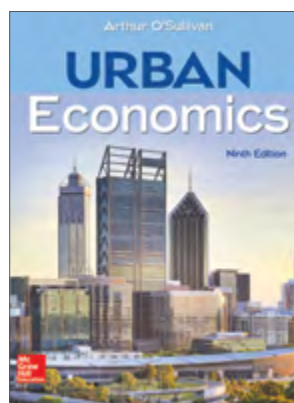
### OVERVIEW

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.

### CONTENTS

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

## Urban Economics



### 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

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 13th 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. With Connect the educational possibilities are limitless.

## 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. 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

## FINANCE Corporate Finance

NEW



### Corporate Finance

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

Edition: 13  
2022©  
1056 Pages  
Print: 9781265533199  
Connect: 9781264112159

## OVERVIEW

Corporate Finance by Ross, Westerfield, Jaffe and Jordan emphasize 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

- 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

#### Appendix A: Mathematical Tables

#### Appendix B: Solutions to Selected End-of-Chapter Problems

#### Appendix C: Using the HP 10B and TI BA II Plus Financial Calculators

**NEW**



#### Fundamentals of Corporate Finance

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

Edition: 13

2022©

1008 Pages

Print: 9781265553609

Connect: 9781264250066

#### OVERVIEW

Corporate Finance by Ross, Westerfield, Jaffe and Jordan emphasize 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.

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. With Connect the educational possibilities are limitless.

#### 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: Cost of Capital and Long-Term Financial Policy

- 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

**NEW**



### M: Finance

Marcia Millon Cornett, Troy Adair, John Nofsinger.

Edition: 5

2022©

464 Pages

Print: 9781265468033

Connect: 9781264109654

### 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.

Additionally, instructors and students have access to digital resources within Connect. Connect's assignments help students contextualize what they've learned helping them to better understand the material. Connect Insight's reporting enables instructors to identify areas of student weakness.

### 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 and Institutions

Appendix 6A The Financial Crisis: The Failure of Financial Institution Specialness (online)

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



### 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.

### 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**

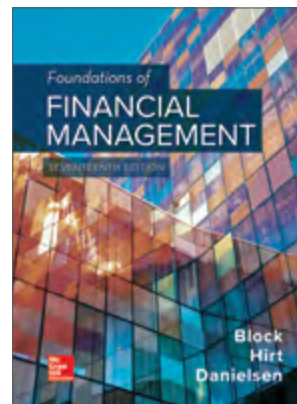
12. Cost of Capital
13. Leverage and Capital Structure
14. Dividends and Dividend Policy
15. Raising Capital

#### **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.

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#### Part One: Introduction

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

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4. Valuing Stocks
5. Net Present Value and Other Investment Criteria
6. Using Discounted Cash-Flow Analysis to Make Investment Decisions
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10. The Weighted-Average Cost of Capital and Company Valuation

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12. How Corporations Raise Venture Capital and Issue Securities

#### Part Five: Debt and Payout Policy

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14. Payout Policy

#### Part Six: Financial Analysis and Planning

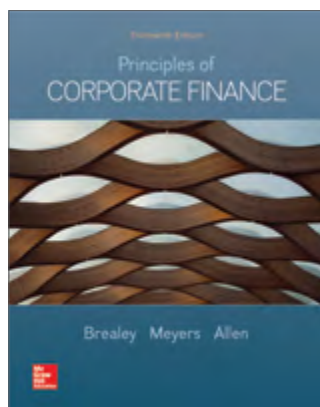
15. Long-Term Financial Planning
16. Short-Term Financial Planning
17. Working Capital Management

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19. International Financial Management
20. Options
21. Risk Management

#### Part Eight: Conclusion

22. What We Do and Do Not Know about Finance



### 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
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4. The Value of Common Stocks
5. Net Present Value and Other Investment Criteria
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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

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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
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##### 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 Markets

**NEW**



### Financial Markets and Institutions

Anthony Saunders, Marcia Millon Cornett, Erhemjamts.

Edition: 8  
2022©  
832 Pages  
Print: 9781265561437  
Connect: 9781264098705

#### OVERVIEW

Financial Markets and Institutions 8th Edition is aimed at the first course in financial markets and institutions at both the undergraduate and MBA levels. It offers a distinct analysis of the risks faced by investors and savers interacting through financial institutions and financial markets and introduces strategies that can be adopted to control and manage risks.

Special emphasis is placed on new areas of operations in financial markets and institutions such as asset securitization off-balance-sheet activities and globalization of financial services.

Digital resources within Connect help students solve financial problems and apply what they've learned. This textbook's strong markets focus and superior pedagogy are combined with a complete digital solution to help students achieve higher outcomes 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 class time is more engaging and effective.

### CONTENTS

#### Part I: Introduction and Overview of Financial Markets

1. Introduction
2. Determinants of Interest Rates
3. Interest Rates and Security Valuation
4. The Federal Reserve System, Monetary Policy, and Interest Rates

#### Part II: Securities Markets

5. Money Markets
6. Bond Markets
7. Mortgage Markets
8. Stock Markets
9. Foreign Exchange Markets
10. Derivative Securities Markets

#### Part III Commercial Banks

11. Commercial Banks: Industry Overview
12. Commercial Banks' Financial Statements and Analysis
13. Regulation of Commercial Banks

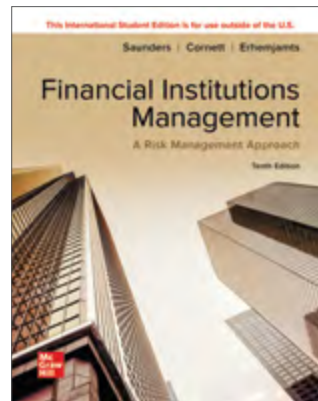
#### Part IV Other Financial Institutions

14. Other Lending Institutions: Savings Institutions, Credit Unions, and Finance Companies
15. Insurance Companies
16. Securities Firms and Investment Banks
17. Investment Companies
18. Pension Funds

#### Part V Risk Management in Financial Institutions

19. Types of Risks Incurred by Financial Institutions
20. Managing Credit Risk on the Balance Sheet
21. Managing Liquidity Risk on the Balance Sheet
22. Managing Interest Rate Risk and Insolvency Risk on the Balance Sheet
23. Managing Risk off the Balance Sheet with Derivative Securities
24. Managing Risk off the Balance Sheet with Loan Sales and Securitization

## Financial Institutions and Management



### 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

## International Financial Management



### 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

## Finance For Non-Financial Managers



### 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

## Investment

NEW



### Essentials of Investments

Zvi Bodie, Alex Kane, Alan J. Marcus.

Edition: 12

2022©

768 Pages

Print: 9781265450090

Connect: 9781264140244

#### OVERVIEW

The market leading undergraduate investments textbook *Essentials of Investments* by Bodie Kane and Marcus 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.

#### CONTENTS

##### Part One: Elements of Investments

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 and 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: Derivate Markets**

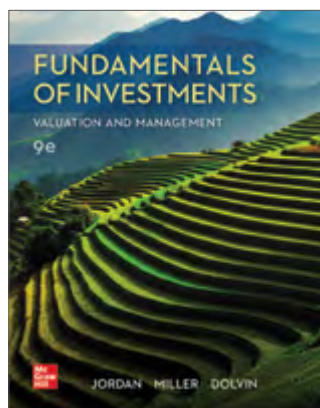
15. Options Markets
16. Option Valuation
17. Futures Markets and Risk Management

**Part 6: 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

**Appendixes**

1. References
2. References to CFA Questions



**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



## 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.

## 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



## Real Estate

NEW

**Real Estate Finance & Investments**William B. Brueggeman,  
Jeffrey Fisher.Edition: 17  
2022©  
832 Pages  
Print: 9781264892884  
Connect: 9781264072934**OVERVIEW**

The Seventh Edition of Real Estate Finance and Investments prepares students to understand the risks and rewards associated with investing in and financing both residential and commercial real estate. Concepts and techniques included in the chapters and problem sets are used in many careers related to real estate. The material in this edition is also relevant to individuals who want to better understand real estate for their own personal investment and financing decisions.

**CONTENTS****Part One: Overview of Real Estate Finance and Investments**

1. Real Estate Investment: Basic Legal Concepts
2. Real Estate Financing: Notes and Mortgages

**Part Two: Mortgage Loans**

3. Mortgage Loan Foundations: The Time Value of Money
4. Fixed Interest Rate Mortgage Loans
5. Adjustable and Floating Rate Mortgage Loans
6. Mortgages: Additional Concepts, Analysis, and Applications

**Part Three: Residential Housing**

7. Single-Family Housing: Pricing, Investment, and Tax Considerations
8. Underwriting and Financing Residential Properties

**Part Four: Income-Producing Properties**

9. Income-Producing Properties: Leases, Rents, and the Market for Space
10. Valuation of Income Properties: Appraisal and the Market for Capital
11. Investment Analysis and Taxation of Income Properties
12. Financial Leverage and Financing Alternatives
13. Risk Analysis

14. Disposition and Renovation of Income Properties
15. Financing Corporate Real Estate

**Part Five: Financing Real Estate Development**

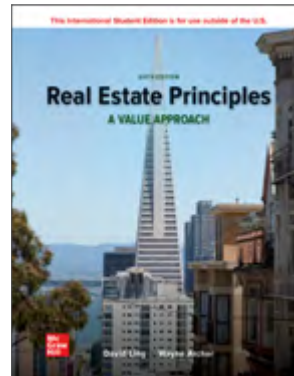
16. Financing Project Development
17. Financing Land Development Projects

**Part Six: Alternative Real Estate Financing and Investment Vehicles**

18. Structuring Real Estate Investments: Organizational Forms and Joint Ventures
19. The Secondary Mortgage Market: Pass-Through Securities
20. The Secondary Mortgage Market: CMOs and Derivative Securities
21. Real Estate Investment Trusts (REITs)

**Part Seven: Portfolio Analysis and Real Estate Funds**

22. Real Estate Investment Performance and Portfolio Considerations
23. Real Estate Investment Funds: Structure, Performance, Benchmarking, and Attribution Analysis

**Real Estate Principles: A Value Approach**

David Ling, Wayne Archer

Edition: 6  
2021©  
704 Pages  
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.

**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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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

## Personal Finance



### 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



### Focus on Personal Finance

Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes, Melissa Hart.

Edition: 7  
2022©  
576 Pages  
Print: 9781265521974  
Connect: 9781264111916

## OVERVIEW

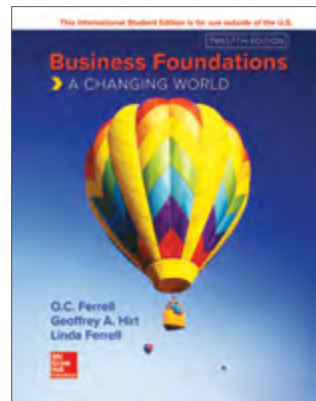
Focus on Personal Finance is a brief 14-chapter book covering the critical topics in Personal Finance courses. This 4-color paperback text is designed and written to appeal to a range of ages life situations and levels of financial literacy. A unique aspect of this text is its active approach. This text 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.

## 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
- Appendix A Education Financing, Loans, and Scholarships
- Appendix B Developing a Career Search Strategy
- Appendix C Consumer Agencies and Organizations
- Appendix D Daily Spending Diary

## 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 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



#### M: Business

O. C. Ferrell, Geoffrey A. Hirt, Linda Ferrell.

Edition: 7  
2022©  
400 Pages  
Print: 9781260598162  
Connect: 9781264126200

#### OVERVIEW

M: Business is designed to be brief, highly visual, and flexible for today's students digital and entrepreneurial student. Its unique design and approach enable instructors to cover topics at the depth they desire with an unrivaled mixture of exciting, fresh content and resources to support active learning.

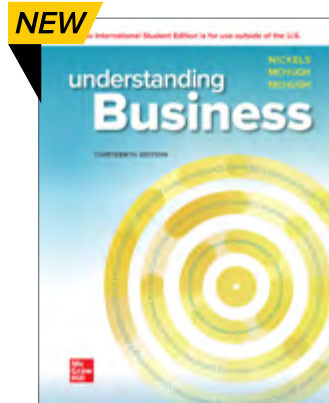
M: Business represents the best value available in the brief Introduction to Business market without sacrificing currency, accuracy, or a robust teaching and learning package via McGraw Hill Connect.

#### CONTENTS

1. The Dynamics of Business and Economics
2. Business Ethics and Social Responsibility
3. Business in a Borderless World
4. Options for Organizing Business
5. Small Business, Entrepreneurship, and Franchising
6. The Nature of Management
7. Organization, Teamwork, and Communication
8. Managing Operations and Supply Chains
9. Motivating the Workforce
10. Managing Human Resources
11. Customer-Driven Marketing
12. Dimensions of Marketing strategy
13. Digital Marketing and Social Media
14. Accounting and Financial Statements

### 15. Money and the Financial System

### 16. Financial Management and Securities Markets



#### Understanding Business

William G. Nickels, James McHugh, Susan McHugh.

Edition: 13  
2022©  
736 Pages  
Print: 9781266043222  
Connect: 9781264249480

#### OVERVIEW

The experienced author team, alongside the long-tenured McGraw Hill product team have created a market-leading product that meets the needs of nearly all classrooms, no matter the size, teaching modality or learning objectives. The content is unmatched in depth, breadth, currency, and relevancy, and is presented in an extremely readable format for students with all learning styles.

A wealth of technology solutions engages students, enriches learning, furthers understanding, and simplifies instructors' assessment processes. Course supplements tightly align with chapter concepts and to enhance retention, making instructors of all experience levels Grade-A rockstars.

#### FEATURES

- **Commitment to Students: The Gold Standard**  
The primary goal of Understanding Business has always been to help students learn the key practices, principles, strategies, and skills that will serve them beyond this course and into their career and life. The 13th edition of UB highlights the need for businesses to adapt to their ever-changing environment through the use of current, real-life examples from successful businesspeople and companies of all sizes and industries around the world.
- **Commitment to Instructors: The Gold Standard:**  
We consistently look to the experts - full-time faculty members, adjunct instructors, and of course students - to drive the decisions we make about the text itself and the ancillary package. Our authors thoroughly vet all content updates through a series of focus groups, symposia, as well as full-book, single-chapter, revised manuscript reviews of both text and key ancillaries. Insight from more than 450 professors and students are evident on every page



of the revision and in every supplement.

- **Top-Notch Supplements: The Gold Standard**

We know that not only is a market-leading, current and accurate product critical, but so is a robust, aligned instructor supplements package! Understanding Business would not be the Gold Standard of introductory business courses without its trusted comprehensive, accurate, and innovative package. All of the supplements are thoroughly reviewed and vetted by the author team and subject-matter experts to guarantee accuracy. In addition, the assignable, digital content within Connect is up-to-date and refreshed.

## CONTENTS

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
5. How to Form a Business
6. Entrepreneurship and Starting a Small Business
7. Management and Leadership
8. Structuring Organizations for Today's Challenges
9. Production and Operations Management
10. Motivating Employees
11. Human Resource Management: Finding and Keeping the Best Employees
12. Dealing with Employee–Management Issues
13. Marketing: Helping Buyers Buy
14. Developing and Pricing Goods and Services
15. Distributing Products
16. Using Effective Promotions
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 (Online Only): Working within the Legal Environment
- B (Online Only): Using Technology to Manage Information
- C (Online Only): Managing Risk
- D (Online Only): Managing Personal Finances and Investing

## 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



### 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 that students may encounter at all stages of their careers.

#### CONTENTS

##### Part 1: Defining Business Ethics

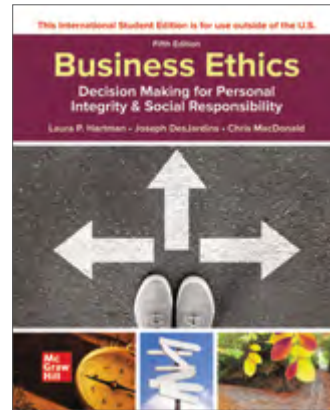
1. Understanding Ethics
2. Defining Business Ethics

##### 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



### 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

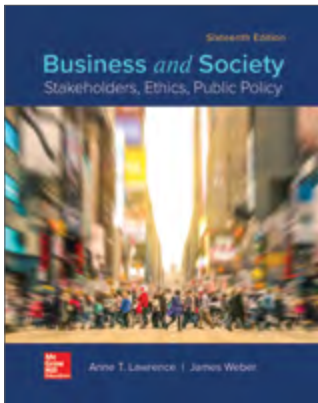
#### OVERVIEW

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.

#### 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

## Business and Society



### 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

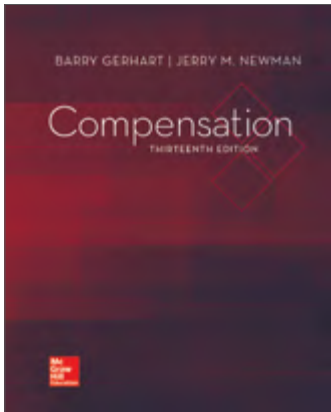
#### Part Six: Business and Its Stakeholders

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

## Compensation



### 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

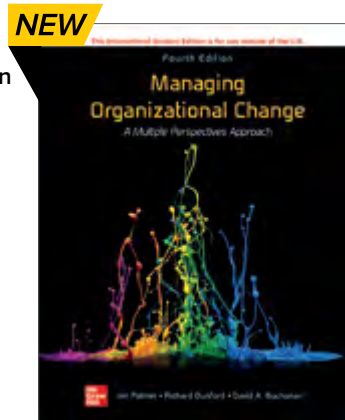
#### Part Five: Employee Benefits

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

## Change



### Managing Organizational Change: A Multiple Perspectives Approach

Ian Palmer, Richard Dunford, David A. Buchanan.

Edition: 4

2022©

464 Pages

Print: 9781260597950

Connect: 9781264071531

### OVERVIEW

Managing Organizational Change: A Multiple Perspectives Approach 4e, by Palmer, Dunford, and Buchanan, offers managers a multiple perspectives approach to managing change, which recognizes the variety of ways to facilitate change and reinforces the need for a tailored and creative approach to fit different contexts. The fourth edition offers timely updates to previous content, while introducing new and emerging trends, developments, themes, debates, and practices.

### FEATURES

- New coverage of contemporary topics throughout, such as Covid-19 consequences (Chapter 3), agile organization (Chapter 4), the purpose-driven organization (Chapter 6), change resourcing (Chapter 10), and the Chief Transformation Office (Chapter 12).
- The pedagogical features in the text include:
  - learning outcomes identified at the beginning of each chapter
- a mix of short and longer “high-impact” case studies of organizational change
- case studies of “new economy” as well as “old economy” organizations
- organizational diagnostic and self-assessment exercises for personal and classroom use
- movie recommendations, identifying films and clips that illustrate theoretical and practical dimensions of organizational change management
- YouTube clip recommendations, following up case and research accounts with commentary from the managers and researchers concerned
- a “roundup” section at the end of each chapter, with reflections for the practicing change manager, summarizing the key learning points linked to the learning outcomes



- In Connect, Application-Based Activities: provide students with valuable practice using problem-solving skills to apply their knowledge to realistic scenarios. Students are placed in a specific role in which they are required to apply multiple concepts and make data-informed decisions. They progress from understanding basic concepts to analyzing complex scenarios and solving problems. Often referred to as “role-play” exercises, or mini simulations.

## CONTENTS

### Part One: Groundwork: Understanding and Diagnosing Change

1. Managing Change Stories and Paradoxes
2. Images of Change Management
3. Why Change? Contemporary Pressures and Drivers
4. What to Change? A Diagnostic Approach

### Part Two: Implementation: The Substance and Process of Change

5. What Changes?
6. Purpose and Vision
7. Change Communication Strategies
8. Resistance to Change
9. Organization Development and Sense-Making Approaches
10. Change Management Perspectives

### Part Three: Running Threads: Sustainability and the Effective Change Manager

11. Sustaining Change versus Initiative Decay
12. The Effective Change Manager: What Does It Take?

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

## Employee Training and Development



### Employee Training and Development

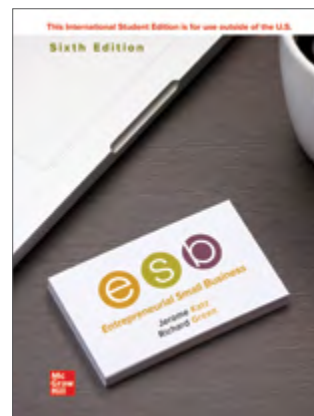
Raymond Andrew Noe

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

## Entrepreneurship and Small Business



### 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

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.

#### CONTENTS

##### Part One: Laying the Groundwork for Small Business

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

##### Part 2: Due Diligence on the Business Idea

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

##### Part 3: Establishing the Business

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

##### Part 4: Building the Business

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

##### Part 5: Important Issues for Entrepreneurs

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

##### Part 6: Mini Cases



#### ENTREPRENEURSHIP: The Art, Science, and Process for Success

Charles E. Bamford, Garry D. Bruton.

Edition: 4

2022©

368 Pages

Print: 9781265071509

Connect: 9781264071210

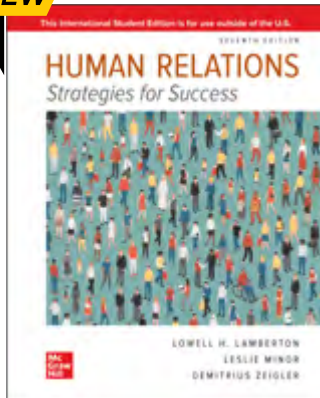
#### OVERVIEW

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

## Human Relations

**NEW**



### Human Relations

Lowell Lamberton, Leslie Minor-Evans.

Edition: 7  
2022©  
576 Pages  
Print: 9781264589302  
Connect: 9781264071036

### OVERVIEW

*Human Relations: Strategies for Success, 7e*, by Lamberton, Minor or Zeigler 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*.

### CONTENTS

#### Part One: Human Relations and You

1. Human Relations: A Background
2. Self-Concept and 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 4: 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

**NEW**



### Human Relations in Organizations: Applications and Skill Building

Robert N. Lussier.

Edition: 12  
2022©  
560 Pages  
Print: 9781265129552  
Connect: 9781264069248

### OVERVIEW

*Human Relations in Organizations: Applications and Skill Building, 12th 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 12th 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.
- The 12th edition continues to have a Three-Pronged Approach focused on Concepts, Applications, and Skill-Building material. This includes: A clear, concise understanding of human relations/organizational behavior (HR/OB) concepts; the application of HR/OB concepts for critical thinking in the business world (there are nine types of applications, including videos and the Test Bank and Instructor's Manual); the development of HR/OB skills (there are eight types of skills-activities, including videos and the Test Bank and Instructor's Manual).
- Eleven new cases with role-play exercises, some with video links; 11 of 12 chapters (92%). Twelve new Application Situation boxes, 140 new



questions, for a total of 62 boxes with 460 critical thinking questions. Three new Self-Assessment Exercises.

- Well known for solidly developing the skills approach. The authors don't just explain the concepts. With networking, for instance, the authors provide a step-by-step how to network and provide self-assessment exercises, application exercises, skill development exercises, and often, videos. So rather than simply knowing the concepts, students develop skills.

## CONTENTS

### PART ONE: Intrapersonal Skills: Behavior, Human Relations, and Performance Begin with you

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 Others

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

manager who want to learn more about how HRM is used in the everyday work environment.

Its adaptive learning program and its engaging focused, and applied content make it the fastest growing HRM program on the market. The authors have won numerous prestigious teaching and research awards. This, along with their teamwork and consulting experience, delivers a learning program strong in depth and breadth, and current in research and practice simply not found in other products.

## FEATURES

- In addition to new or updated chapter pedagogy and real-world examples, here's some highlights on what's been added to the Ninth Edition of Fundamentals:

### COVID-19

- The COVID-19 pandemic has had profound and possibly long-lasting effects on the way the world conducts business. As companies were forced to temporarily (and in some cases permanently) close their doors, and more than 40 million U.S. workers filed for unemployment, professionals across organizations large and small continued to look for ways to keep their employees safe while still conducting business. Throughout the chapters, the authors have included examples of how companies and HR professionals have implemented strategies to keep operations moving forward during these uncertain times.

### Racial Equality, Social Justice and Equal Opportunity

- The call for racial equality, social justice, and equal opportunity in the form of massive protests and demonstrations around the country found organizations large and small taking a deeper look into how they can become agents for positive change both in terms of their own workforce and within their communities. Two new cases in Chapters 1 and 2 have been added describing how PwC and Adidas have taken steps to address racism and other related issues.

### HR Analytics & Decision Making

- The authors have added questions to the HR Analytics & Decision-Making features to help students use their critical-thinking skills to understand the importance of data analytics.

## 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

## Human Resource Management



### Fundamentals of Human Resource Management

Raymond Andrew Noe, John R. Hollenbeck, Barry Gerhart, Patrick M. Wright..

Edition: 9  
2022©  
608 Pages  
Print: 9781266107931  
Connect: 9781264185122

## OVERVIEW

Fundamentals of Human Resource Management 9e provides a complete, concise introduction to human resource management for the general business

### 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

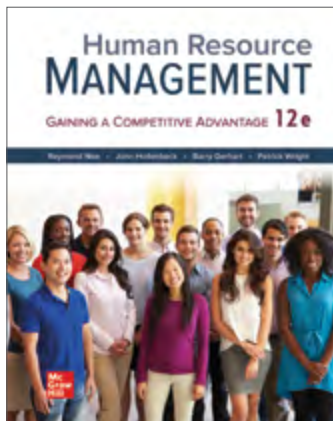
9. Creating and Maintaining High-Performance Organizations
10. Managing Employees' Performance
11. Separating and Retaining Employees

### Part Four: Compensating Human Resources

12. Establishing a Pay Structure
13. Recognizing Employee Contributions with Pay
14. Providing Employee Benefits

### Part Five: Meeting Other HR Goals

15. Collective Bargaining and Labor Relations
16. Managing Human Resources Globally



### Human Resource Management

Raymond Andrew Noe, John R. Hollenbeck, Barry Gerhart, Patrick M. Wright

Edition: 12  
2021©  
704 Pages  
Print: 9781260570748  
Connect: 9781260478990

### 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

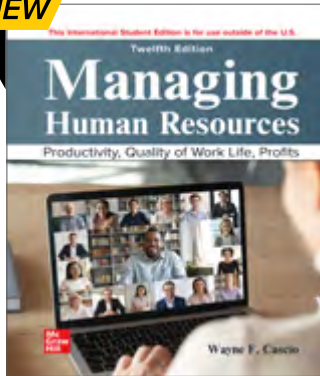
8. Performance Management
9. Employee Development
10. Employee Separation and Retention

#### 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

**NEW**

## Managing Human Resources

Wayne Cascio.

Edition: 12

2022©

736 Pages

Print: 9781265064372

Connect: 9781264069354

### OVERVIEW

Managing Human Resources 11e links the relationship between productivity, quality of work life, and profits to the various human resource management activities. Research-based and includes strong links to the applicability of this research to real business situations. A new chapter - Chapter 2, HR Technology - has been added to the 11th edition to reflect the increasing role of technology in managing human resources.

**CONNECT:** A highly reliable, easy-to-use homework and learning management solution that embeds learning science and award-winning adaptive tools to improve student results (applied and practical, results-driven technology).

### 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. Indirect 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

**NEW**

## Staffing Organizations

Herbert G. Heneman,  
Timothy A. Judge, John  
Kammeyer-Mueller.

Edition: 10

2022©

800 Pages

Print: 9781260597608

Connect: 9781264072675

### OVERVIEW

Timothy Judge and John Kammeyer-Mueller maintain Herb Heneman's vision to present a broad view of the entire staffing process that has made Staffing Organizations the #1 selling Staffing text on the market. The authors' approach continues to reflect all the latest research, while focusing on capturing the staffing process as it should and does exist in organizations today. The 10th edition is an exciting revision and includes many changes that reflect ongoing developments in the field.

### CONTENTS

#### PART ONE: The Nature of Staffing

1. Staffing Models and Strategy
3. Talent Analytics: The Financial Impact of HR Activities
4. The Legal Context of Employment Decisions

#### PART TWO

2. Social and Legal Environment
3. Planning
4. Job Analysis: Requirements, Competencies, and Rewards

#### PART THREE:

5. External Recruitment
6. Internal Recruitment

#### PART FOUR:

7. Measurement
8. External Selection I
9. External Selection II
10. Internal Selection

#### PART FIVE:

11. Decision Making
12. Final Match

#### PART SIX

13. Staffing System Management
14. Retention Management

## International Business

**NEW**



### Global Business Today

Charles W. L. Hill, G. Tomas M. Hult.

Edition: 12

2022©

640 Pages

Print: 9781266103148

Connect: 9781264209613

### OVERVIEW

Global Business Today sets the standard for International Business courses and is the proven choice at both the undergraduate and graduate level. It offers a complete solution that is relevant (timely, comprehensive), practical (focused on applications of concepts), and integrated (logical flow of topics from chapter to chapter). The success of the first eleven editions (and its longer, more in-depth textbook option, International Business, now in the 13th edition) was based on the incorporation of leading-edge research, the use of the up-to-date examples and statistics to illustrate global trends and enterprise strategy, and the discussion of current events within the context of the appropriate theory. Building on these strengths, the goals for the 12th 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 EDGE™ features in every chapter.
6. Connect every chapter to a focus on managerial implications.

### FEATURES

#### NEW Cases (34):

- All chapter opening and closing cases have been refreshed for the twelfth edition. The opening & closing cases illustrate the relevance of chapter material for the practice of international business and provide insight into how real companies handle those issues. All closing cases are supported by case teaching notes to support instructors. The chapter opening cases include 4 auto-graded multiple-choice questions in Connect for each, and

chapter closing cases include manually-graded, open-ended short answer questions directly from the book.

#### New Application-Based Activities:

- These highly interactive activities challenge students to use problem-solving skills and apply their knowledge to realistic scenarios. Students are placed in a specific role in which they are required to apply multiple concepts and make data-informed decisions. They progress from understanding basic concepts to analyzing complex scenarios and solving problems. These “mini sims” often involve multiple decision-making paths--a “Choose Your Own Adventure” -- and allow students to see the impact of their decisions immediately.

### CONTENTS

#### Part One: Introduction and Overview

1. Chapter One 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 of International Business

12. The Strategy of International Business
13. Entering Developed and Emerging Markets

#### Part Six: International Business Functions

14. Exporting, Importing, and Countertrade
15. Global Production and Supply Chain Management
16. Global Marketing and Business Analytics
17. Global Human Resource Management





### 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.

#### 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



### 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

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

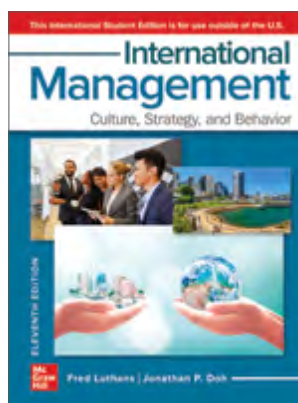
### Part Three: International Strategic Management

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



### 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, 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.

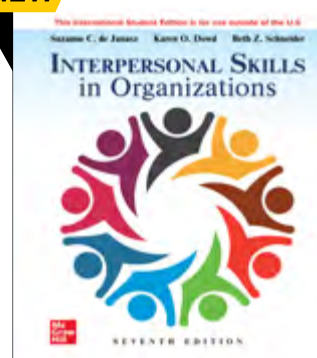
### CONTENTS

#### Part One: Environmental Foundation

1. Globalization and International Linkages
2. The Political, Legal, and Technological Environment

## Interpersonal Skills

NEW



### Interpersonal Skills in Organizations

Suzanne de-Janasz, Karen O. Dowd, Beth Schneider.

Edition: 7  
2022©  
512 Pages  
Print: 9781264554614  
Connect: 9781264072835

### OVERVIEW

Interpersonal Skills in Organizations by De Janasz, Dowd, and Schneider 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 7th edition focuses on making the text more current, informative, practical and immediately accessible and applicable.

### 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.

- 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 1: 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 2: Interpersonal Effectiveness: Understanding and Working with Others

5. Understanding and Working with Diverse Others
6. Listening and Nonverbal Communications
7. Communicating Effectively
8. Persuading Individuals and Audiences

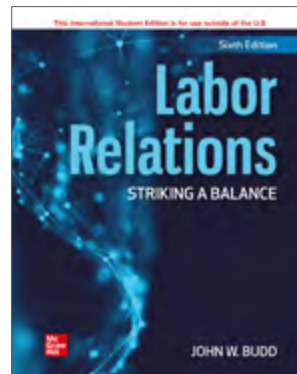
### Unit 3: Understanding and Working in Teams

9. Negotiation
10. Building Teams and Work Groups
11. Managing Interpersonal and Organizational Conflict
12. Achieving Business Results through Effective Meetings
13. Facilitating Team Success
14. Making Decisions and Solving Problems Creatively

### Unit 4: 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 401
18. Leading and Empowering Self and Others
19. Project Management

## Labour Relations



### 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

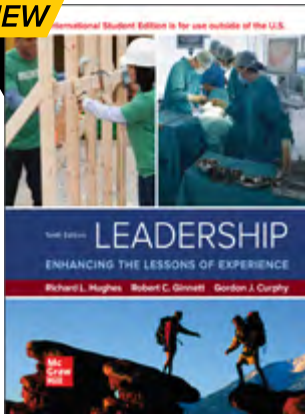
10. The Evolving Nature of Work
11. Globalization and Financialization

### PART FOUR Reflection

12. Comparative Labor Relations
13. What Should Labor Relations Do?

## Leadership

**NEW**



### Leadership: Enhancing the Lessons of Experience

Richard L. Hughes, Robert C. Ginnett, Gordon J. Curphy.

Edition: 10

2022©

752 Pages

Print: 9781265107888

Connect: 9781264071432

### OVERVIEW

*Leadership: Enhancing the Lessons of Experience, 10e*, now consists of 18 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 10th edition has been thoroughly updated in virtually every chapter, including new content specific to how leaders respond to crisis (related to the pandemic).

### FEATURES

- NEW: This new edition brings research updates to virtually every chapter as well as updates to the Highlights, Profiles in Leadership, and Mini-Case features
- NEW: 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 growth vs. fixed mindsets, moral challenges of leadership, the accelerating rate of change in the work, the impact of the Covid-19 pandemic, and others.
- NEW: New Profiles in Leadership covering leaders as diverse as Harry Truman, Fred Rogers, U.S. Secretary of State Michael Pompeo, and 20th century German theologian Dietrich Bonhoeffer (who was part of the plot to assassinate Adolf Hitler).
- NEW: New Mini-Cases include the examination of Army Lieutenant General Laura Yeager, the first woman to command a combat division in the U.S.

Army; Carlsson Systems Ltd. (CSL); and the nuclear disaster at the Chernobyl power plant in the former Soviet Union.

- NEW: New structural change (see TOC) for Part 3, Focus on Followers.
- NEW: Added Highlight to end of chapter questions and activities regarding the pandemic. How are our leaders responding to this crisis?" and "How might this change life—and leadership—in the future?"

### 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. Follower Motivation
10. Follower Satisfaction and Engagement
11. Follower Performance, Effectiveness, and Potential
12. Groups, Teams, and Their Leadership
13. Skills for Developing Others

#### PART FOUR: Focus on the Situation

14. The Situation
15. Contingency Theories of Leadership
16. Leadership and Change
17. The Dark Side of Leadership
18. Skills for Optimizing Leadership as Situations Change

**NEW**



### The Art of Leadership

George Manning, Kent Curtis.

Edition: 7

2022©

608 Pages

Print: 9781264539611

Connect: 9781264071722

### OVERVIEW

Without sacrificing either theoretical foundation or important content, the 7th edition of *The Art of*



Leadership emphasizes the interactive, seminar approach to learning. This edition remains reader-centered, research-based, practical, and personalized. The Instructor Resources for the 7th edition have been vastly enhanced, including the PowerPoint and test bank.

### FEATURE

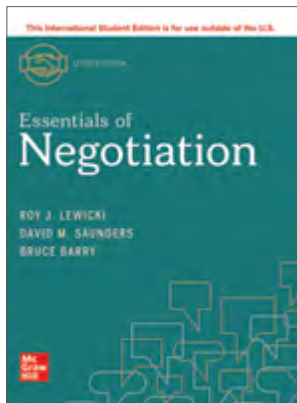
- The seventh edition remains reader-centered, research-based, practical, and personalized. The new edition now includes:
- Part 1: discussion of transformational leadership; deeper analysis of the dark side of leadership; destructive patterns of leadership behavior; and multiple intelligences.
- Part 2: discussion of the roles of vision, alignment, prioritization, and execution for organizational success; the importance of organizational culture; and creating a psychologically healthy work climate.
- Part 3: discussion of classic and contemporary moral dilemmas; personal value orientations; levels of morality in leadership ethics; and the critical need for integrity.
- Part 4: discussion of the philosophy and practice of servant leadership; the use of power; and the art of persuasion in the leadership process, including psychological size and two-way communication.
- Part 5: discussion of current challenges in virtual world communication; leading teams; tools for team building; problem solving; and dealing with difficult people.
- Part 6: discussion of global and cross-cultural leadership issues; women in leadership; employee engagement; handling conflict; and valuing diversity as a strength
- Part 7: discussion of the psychology of leadership behavior, including the role of personality; person–position fit; effective delegation; and the different challenges of different levels of leadership.
- Part 8: discussion of the self-fulfilling prophecy and the leader as a mentor; employee retention; coaching for success; leading change, including adaptive capacity, work–life balance and the importance of attitude.
- Part 9: discussion of high-performance leadership practices; accountability and the wisdom of Peter Drucker; responsibilities of a leader; addressing deficiencies; performance management; and productivity improvement.

- Modular approach - instructors can teach material in the order that best meets their needs. Each part is self-contained.
- Each part includes cases and learning activities to bridge the gap between theory and on-the-job practice. Useful suggestions are provided, including the leader's use of power, managing conflict, leading teams, and professional resilience.

### CONTENTS

1. The Importance of Leadership: Setting the Stage
2. The Leadership Equation
3. Leadership Qualities, Characteristics of Followers, and Situational Factors
4. The Importance of Vision and the Motive to Lead
5. Organizational Climate
6. Leadership Ethics
7. The Role of Values and Ethics at Work
8. Leadership Authority
9. Empowerment in the Workplace and the Quality Imperative
10. Effective Leadership and Human Relations
11. The Team Concept
12. Human Behavior and the Art of Persuasion
13. The Diversity Challenge
14. Effective Delegation and How to Assign Work
15. The Role of Personality
16. The Leader as Coach
17. Helping People through Change and Burnout Prevention
18. Managing Performance
19. Professional Performance and Sustaining Discipline
20. The Road Ahead: Challenge and Charge

## Negotiation



### Essentials of Negotiation

Roy J Lewicki, Bruce Barry,  
David M Saunders

Edition: 7  
2021©  
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.

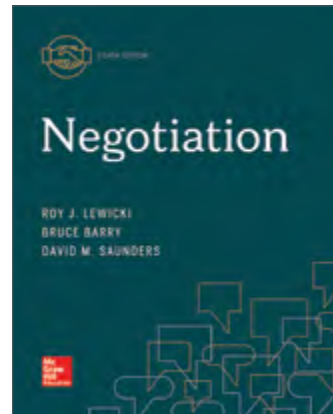
### FEATURES

- 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



### 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

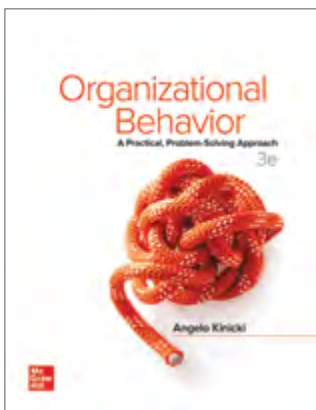
#### Part Four: Individual Differences

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

## Organizational Behavior



### 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.
- 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.
- 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

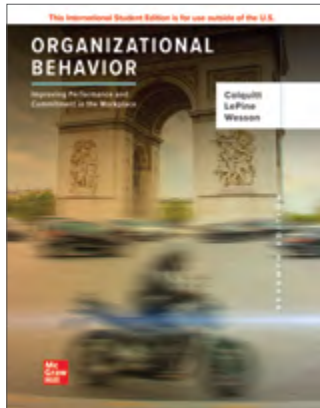
1. Making OB Work for Me
2. Values and Attitudes
3. Individual Differences and Emotions;
4. Social Perception and Managing Diversity
5. Foundations of Employee Motivation;
6. Performance Management
7. Positive Organizational Behavior

#### 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



### 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

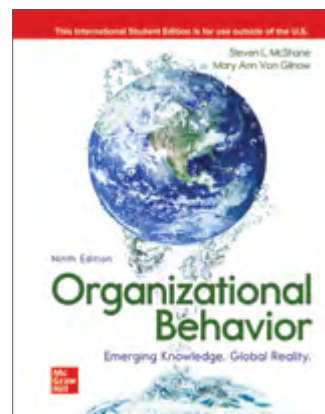
##### PART 4 GROUP MECHANISMS

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



### 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

- 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

8. Ethics and Globalization
9. Team Dynamics
10. Communicating in Teams and Organizations
11. Power and Influence in the Workplace
12. 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



### 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.
3. Contemporary Examples & Cases. 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.

### 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 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

**NEW**



### M: Organizational Behavior

Steven McShane, Mary Ann Von-Glinow.

Edition: 5  
2022©  
384 Pages  
Print: 9781260598155  
Connect: 9781260478716

### OVERVIEW

**M: Organizational Behavior, Fifth Edition**, has received more updating and revision than any previous edition of this book. Most chapters have new conceptual content and literature foundation; a few chapters have completely new sections and reorganization. All chapters have new examples and either new or revised factoids. 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 (Employee Motivation), Chapter 7 (Team Dynamics), Chapter 8 (Communicating in Teams and Organizations), and Chapter 10 (Conflict and Negotiation in the Workplace). This edition also relates the COVID-19 pandemic to several OB concepts and practices.

### FEATURES

- **New Application Based Activities in Connect**, These highly interactive activities challenge students to use problem-solving skills and apply their knowledge to realistic scenarios. Students are placed in a specific role in which they are required to apply multiple concepts and make data-informed decisions. They progress from understanding basic concepts to analyzing complex scenarios and solving problems. These “mini sims” often involve multiple decision-making paths--a “Choose Your Own Adventure” -- and allow students to see the impact of their decisions immediately.
- **Manager's Hot Seat videos**, assignable within

Connect, are actor-portrayed videos that depict real-life situations where a manager is faced with a dilemma that needs to be analyzed based on management concepts. These videos enable students to see how managers in realistic situations deal with employees and complex issues. Students will use their critical thinking skills to apply, analyze, and evaluate these managerial challenges, while learning from the manager's mistakes

## 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 Progress

12. Designing Organizational Structures
13. Organizational Culture
14. Organizational Change

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

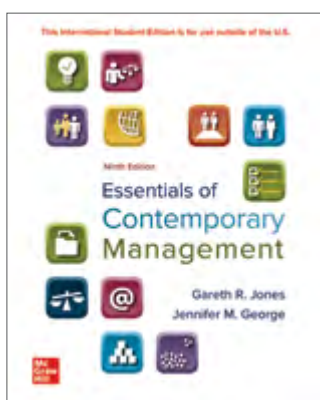
### Part Four Organizing and Change

7. Designing Organizational Structure
8. Organizational Control and Change

### Part Five Leading Individuals and Groups

9. Motivation
10. Leaders and Leadership

## 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.

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



### 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 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.
- 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
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

**NEW**



### Contemporary Management

Gareth R. Jones, Jennifer M. George.

Edition: 12  
2022©  
608 Pages  
Print: 9781264972432  
Connect: 9781264250622

### OVERVIEW

Contemporary Management 12e mirrors the changes taking place in today's management practice by incorporating recent developments in management theory and research. It provides 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 strength of the product 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.

## FEATURES

- Extensive Experiential Learning are included at the end-of-chapter in the "Management in Action" section. They include: Management in Action: Topics for Discussion and Action, Building Management Skills, Managing Ethically, Small Group Breakout Exercises, Be the Manager, and Cases in the News.
- New exercises in Connect® Connect provides a wide variety of learning resources that take your students higher by developing students' lower-to-higher order thinking skills, aligned with Bloom's Taxonomy including: SmartBook 2.0, Click & Drag Exercises, iSeelt! Videos, Self-Assessments, Cases Analyses, Video Cases, Manager's Hot Seat Videos, Application-Based Activities, and Go React™ Presentation Software.

## 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, Robert Konopaske.

Edition:7

2022©

432 Pages

Print: 9781265042486

Connect: 9781264209545

## OVERVIEW

M: Management 7e is designed for today's student who craves accelerated learning: reader friendly, highly visual, and digestible. This affordable magazine format captures students' attention with real-world examples of familiar companies, inspiring green initiatives, and career-oriented tips to help students transition from college to work. It also features an unrivaled variety of auto-graded application-focused activities in Connect to drive higher levels of learning and workplace competency skills. M: Management 7e continues to evolve, featuring news-making business leaders and compelling company examples through which students learn how to apply management concepts and best practices.

## FEATURES

- The hallmark strengths remain: The content focuses on "must-know" management concepts. The quotes, margin key terms, and Did You Know? Callouts feature interesting and important facts and are used throughout the chapters to capture and keep students' attention. Current examples contextualize content and engage students.
- Sustaining for Tomorrow, a green and social responsibility feature, emphasizes ethics and social responsibility and brings sustainability issues to the forefront. Every chapter provides a mini-case with ethical, social, or environmental issues managers may face while providing discussion questions to prompt students to think critically about the situation.

## CONTENTS

### Part One: Introduction

1. Managing 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

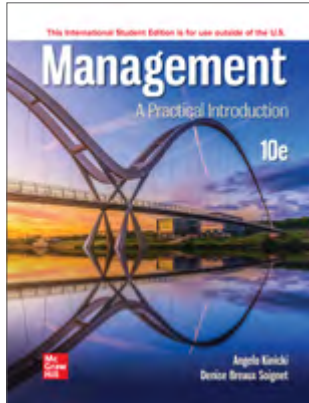
### 9. Managing Diversity and Inclusion

#### Part four Leading

10. Leadership
11. Motivating People
12. Teamwork
13. Communicating

#### Part five Controlling

14. Managerial Control
15. Innovating and Changing



#### Management: A Practical Introduction

Angelo Kinicki, Brian K. Williams.

Edition: 10

2022©

928 Pages

Print: 9781265017750

Connect: 9781264263707

#### OVERVIEW

Management: A Practical Introduction 10e empowers students to develop their career readiness. Developed to help students read and learn management with a purpose, it takes a student-centered approach. This is the only product that uniquely integrates a strategic career readiness theme throughout to address employers' concerns about students graduating without being career ready. It continues to engage students through practical and relevant application of theory, current examples, imaginative writing, and resources that work.

Their unique Teaching Resource Manual offers numerous suggestions for creating an active, discussion-oriented, experiential classroom with lesson plans to assist with course preparation. The revision expands its strategic career readiness theme, integrates new coverage on creating shared value and sustainable development, increases the examples to be inclusive and representative of our diverse body of today's managers and employees, and over hauled the TRM with detailed lesson plans to assist with course preparation for both in-person and online classes.

#### FEATURES

- **New Co-Author: Denise Breaux Soignet**  
Dr. Denise Breaux Soignet is an associate teaching professor of management and director of the Tyson Center for Faith and Spirituality in the Workplace at the Sam M. Walton College of Business at the University of Arkansas. She joined the University

of Arkansas faculty in 2010 after receiving her PhD in business administration from Florida State University. Denise has received awards both for her teaching and her work to promote inclusion and diversity within the university and professional communities.

- **Updated and Expanded Coverage of Career Readiness**

This theme was expanded in 10e because research shows employers believe college graduates are not career ready. The theme is first introduced in Chapter 1 and has been refined with a new model starts with seven core competencies that are vital across jobs, occupations, and industries. The remaining competencies are categorized into four categories: knowledge, soft skills, attitudes, and other characteristics (KSAOs, see Figure 1.4).

- **Creating Shared Value and Sustainable Development**

Creating shared value and sustainable development represents a new approach to leading and managing, which replaces more traditional forms of corporate social responsibility (CSR). The core idea underlying the concept of creating shared value (CSV) is that companies can implement policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which they operate. As such, CSV results in an expanded "pie" or pool of value for the firm as well as for society. Executives are encouraged to make decisions that favorably impact all their stakeholders. A new Learning Module 1 was created titled Shared Value and Sustainable Development.

- **Inclusiveness and Representativeness**

Throughout this revision your students will find a multitude of wonderful examples that celebrate how the United States is diverse in its ethnic, racial, gender, and age makeup. The tenth edition includes 174 examples of diverse individuals who have made a difference in their organizations.

#### CONTENTS

##### PART 1: Introduction

1. The Exceptional Manager: What You Do, How You Do It
2. Management Theory: Essential Background for the Successful Manager

##### PART 2: The Environment of Management

3. The Manager's Changing Work Environment and Ethical Responsibilities: Doing the Right Thing  
Learning Module 1: Shared Value and Sustainable Development: A New Way to Think about Leading and Managing

- 4 Global Management: Managing across Borders

### PART 3: Planning

- 5 Planning: The Foundation of Successful Management
- 6 Strategic Management: How Exceptional Managers Realize a Grand Design Learning Module 2: Entrepreneurship
- 7 Individual and Group Decision Making: How Managers Make Things Happen

### PART 4: Organizing

- 8 Organizational Culture and Structure: Drivers of Strategic Implementation
- 9 Human Resource Management: Getting the Right People for Managerial Success
- 10 Organizational Change and Innovation: Lifelong Challenges for the Exceptional Manager

### PART 5: 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 6: Controlling

- 16 Control Systems and Quality Management: Techniques for Enhancing Organizational Effectiveness

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. Chapter content is tightly linked to the 27 high-interest cases, most of which are written by the text authors, and receive high acclaim for student appeal, teachability and suitability.

### FEATURES

- These features strongly differentiate this text and the accompanying instructional package from others in the field:
- We provide the clearest discussion of business models to be found anywhere. By introducing this often-misunderstood concept right in the first chapter and defining it precisely, we give students a leg up on grasping this important concept. Follow-on discussions in the next eight chapters drive the concept home. Illustration capsules and cases show how a new business model can enable a company to compete successfully even against well-established rivals. In some cases, a new business model can even be the agent for disrupting an existing industry. Principles and concepts from both the positioning perspective and the resource-based perspective are prominently and comprehensively integrated into our coverage of crafting both single-business and multi business strategies.
- We provide the clearest, easiest to understand presentation of the value-price-cost framework. In recent years, this framework has become an essential aid to teaching students how companies create economic value while conducting business. We show how this simple framework informs the concept of the business model as well as the all-important concept of competitive advantage.
- Long known as an important differentiator of this text, the case collection in the 23rd edition is truly unrivaled from the standpoints of student appeal, teachability, and suitability for drilling students in the use of the concepts and analytical treatments in Chapters 1 through 12. The 27 cases included in this edition are the very latest, the best, and the most on target that we could find. The ample information about the cases in the Instructor's Manual makes it effortless to select a set of cases each term that will capture the interest of students from start to finish.

## Strategic Management

**NEW**



### Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases

Arthur A. Thompson-Jr.  
Margaret Peteraf, John  
E. Gamble, A. J. Strickland.

Edition: 23  
2022©  
864 Pages  
Print: 9781265028244  
Connect: 9781264250110

### OVERVIEW

Crafting & Executing Strategy: Concepts & Cases 23e has a long-standing reputation of being the most teachable text. It's regarded as the benchmark by which all others are measured. Its engaging, clearly articulated

## CONTENTS

### PART 1: Concepts and Techniques for Crafting and Executing Strategy

1. What Is Strategy and Why Is It Important?
2. Charting a Company's Direction
3. Evaluating a Company's External Environment
4. Evaluating a Company's Resources, Capabilities, and Competitiveness
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
10. Building an Organization Capable of Good Strategy Execution
11. Managing Internal Operations
12. Corporate Culture and Leadership

### PART 2 Cases in Crafting and Executing Strategy

#### Section A: Crafting Strategy in Single-Business Companies

1. Airbnb in 2020
2. Competition in the Craft Beer Industry in 2020
3. Costco Wholesale in 2020: Mission, Business Model, and Strategy
4. Ford Motor Company: Will the Company's Strategic Moves Restore its Competitiveness and Financial Performance?
5. Macy's, Inc.: Will Its Strategy Allow It to Survive in the Changing Retail Sector?
6. TOMS Shoes: Expanding Its Successful One For One Business Model
7. lululemon athletica's Strategy in 2020: Is the Recent Growth in Retail Stores, Revenues, and Profitability Sustainable?
8. Under Armour's Strategy in 2020: Can It Revive Sales and
9. Spotify in 2020: Can the Company Remain Competitive?
10. Beyond Meat, Inc.
11. Netflix's 2020 Strategy for Battling Rivals in the Global Market for Streamed Video Subscribers
12. Twitter Inc. in 2020
13. Yeti in 2020: Can Brand Name and Innovation Keep it Ahead of the Competition?
14. GoPro in 2020: Have its Turnaround Strategies Failed?
15. Publix Super Markets: Its Strategy in the U.S. Supermarket and Grocery Store Industry
16. Tesla's Strategy in 2020: Can It Deliver Sustained Profitability?

17. Unilever's Purpose-led Brand Strategy: Can Alan Jope Balance Purpose and Profits?
18. Domino's Pizza: Business Continuity Strategy during the Covid-19 Pandemic
19. Burbank Housing: Building from the Inside Out
20. Boeing 737 MAX: What Response Strategy is Needed to Ensure Passenger Safety and Restore the Company's Reputation?
21. The Walt Disney Company: Its Diversification Strategy in 2020
22. Robin Hood

#### Section B: Crafting Strategy in Diversified Companies

23. Southwest Airlines in 2020: Culture, Values, and Operating Practices
24. Uber Technologies in 2020: Is the Gig Economy Labor Force Working for Uber?

#### Section C: Implementing and Executing Strategy

25. Starbucks in 2020: Is the Company on Track to Achieve Attractive Growth and Operational Excellence?

**NEW**



#### Crafting and Executing Strategy: Concepts

Arthur A. Thompson, A. J. Strickland,

Edition: 23

2022©

432 Pages

Print: 9781264370597

Connect: 9781264250219

#### OVERVIEW

Crafting & Executing Strategy: Concepts 23e has a long-standing reputation of being the most teachable text. It's regarded as the benchmark by which all others are measured. Its 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.

#### FEATURES

- These standout features strongly differentiate this text and the accompanying instructional package from others in the field:
- The **attention we give to international strategies**, in all their dimensions, make this textbook an indispensable aid to understanding strategy



formulation and execution in an increasingly connected, global world. Our treatment of this topic as one of the most critical elements of the scope of a company's activities brings home to students the connection between the topic of international strategy with other topics concerning firm scope, such as multi-business (or corporate) strategy, outsourcing, insourcing, and vertical integration.

- Two cutting-edge and widely used strategy simulations—The **Business Strategy Game** and **GLO-BUS**—are optional companions to the 23rd edition. These give you an unmatched capability to employ a text-case-simulation model of course delivery.

## CONTENTS

1. What Is Strategy and Why Is It Important?
2. Charting a Company's Direction
3. Evaluating a Company's External Environment
4. Evaluating a Company's Resources, Capabilities, and Competitiveness
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
10. Building an Organization Capable of Good Strategy Execution
11. Managing Internal Operations
12. Corporate Culture and Leadership



## 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

## 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 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 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

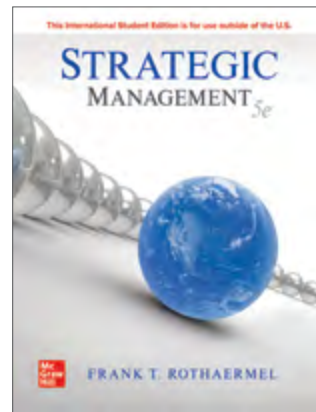
2. Sources of Innovation
3. Types and Patterns of Innovation
4. Standards Battles and Design Dominance
5. Timing of Entry

### 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: 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

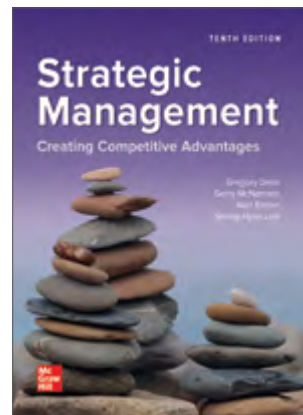
### Part Five: Full-Length Cases

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.



### 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.
- 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

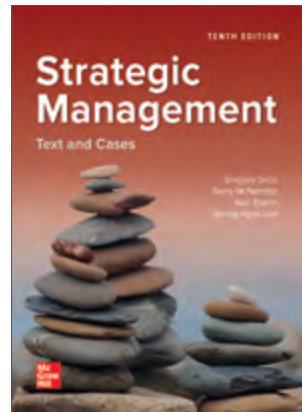
5. Business-Level Strategy — Creating and Sustaining Competitive Advantages
6. Corporate-Level Strategy — Creating Value through Diversification
7. International Strategy — Creating Value in Global Markets
8. Entrepreneurial Strategy and Competitive Dynamics

#### 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



### 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.

### 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 & 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

### CASES

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)
32. Apple Inc.: Where’s the Next Innovation? (Updated)

33. Jetblue Airways Corporation: Getting Over The “Blues”? (Updated)
34. Ford: An Auto Company In Transition (Updated)
35. Jamba Juice: Focus in on the Menu (Updated)
36. BlackBerry in 2019 (Updated)
37. Venmo: War on Cash? (New)
38. Flipkart: Winnig in India? (New)

## Supervision



### Supervision: Concepts and Skill-Building

Samuel Certo.

Edition: 11  
2022©

576 Pages

Print: 9781265105303

Connect: 9781264072699

### OVERVIEW

Supervision: Concepts and Skill-Building helps students learn what it takes to be a successful supervisor in today’s complex work world. The focus of this new edition continues the tradition of presenting useful tools and solutions for meeting present-day supervision challenges. In addition, the 11th edition furnishes students with an even richer mix of real-life examples that illustrate how modern supervisors handle contemporary problems. Carefully studying proven supervision concepts and their relationship to real-world, practical examples throughout this text will greatly enhance a student’s chances of gaining success and personal rewards as a supervisor.

### FEATURES

Skill Building section focuses on helping students develop abilities in applying chapter concepts to supervision problems. This section contains many updates:

- **Meeting the Challenge.** This activity asks students to respond to questions by applying the chapter’s concepts to the opening scenario.
- **Problem-Solving Case.** Each chapter contains a short case that further applies the chapter’s concepts to various supervision situations. Specially designed questions for each case ask students to focus on solving a supervision problem.
- **Assessing Yourself.** Each chapter contains a short, engaging self-assessment quiz, which

helps students see the kinds of supervisors they can be. Discussion questions accompanying the quizzes help students more fully explore the self-assessment results to build better insights about themselves.

- **Class Skills Exercises.** A skills exercise is an activity specifically designed to help students develop supervision skills. Each skills module contains two exercises that vary in format and design. Some exercises are designed to be completed by individuals, whereas others are designed to be completed as groups. Most exercises can be used either in class or out of class. For example, the skills exercises for Chapter 6 focus on developing goal-setting skills and controlling skills.
- **Practical Advice for Supervisors** - highlights practical guidelines that can help students be successful supervisors. Chapter 12 contains a fresh and thorough look at ways to provide constructive criticism.

### CONTENTS

#### Part one: What Is a Supervisor?

1. Supervision: Tradition and Contemporary Trends
2. The Supervisor as Leader

#### Part two: Modern Supervision Challenges

3. Groups, Teams, and Powerful Meetings
4. Corporate Social Responsibility, Ethics, and Sustainability
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. Employee Challenges: 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

Appendix A Supervision Laws: Health and Safety, Labor Relations, Fair Employment

Appendix B The Supervisor's Career Path: Finding a Career That Fits

## MANAGEMENT INFORMATION SYSTEM



### 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.

### 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: 9

2022©

640 Pages

Print: 9781265361686

Connect: 9781264218806

### OVERVIEW

Unlike any other MIS text, Business Driven Technology, 9e, 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 in the text first addresses the business needs and then addresses the technology that supports those needs. Business Driven Technology offers you the flexibility to customize courses according to your needs and the needs of your students by covering only essential concepts and topics in the five core units, while providing additional in-depth coverage in the business and technology plug-ins.

Business Driven Technology contains 18 chapters (organized into five units), 10 business plug-ins, and 11 technology plug-ins offering you the ultimate flexibility in tailoring content to the exact needs of your MIS course. The unique construction of this text allows you to cover essential concepts and topics in the five core units while providing you with the ability to customize a course and explore certain topics in greater detail with the business and technology plug-ins.

### FEATURES

- **Material to Encourage Discussion.**

All units contain a diverse selection of case studies and individual and group problem-solving activities as they relate to the use of information technology in business. Two comprehensive cases at the end of each unit reflect the concepts from the chapters. These cases encourage students to consider what concepts have been presented and then apply those concepts to a situation they might find in an organization.

- **Flexibility in Teaching and Learning.**

While most textbooks that are “text only” leave faculty on their own when it comes to choosing cases, Business Driven Technology goes much

further. Several options are provided to faculty with case selections from a variety of sources, including CIO, Harvard Business Journal, Wired, Forbes, and Time, to name just a few. Therefore, faculty can use the text alone, the text and a complete selection of cases, or anything in between.

- **Integrative Themes.**

Several themes recur throughout the text, which adds integration to the material. Among these themes are value-added techniques and methodologies, ethics and social responsibility, globalization, and gaining a competitive advantage. Such topics are essential to gaining a competitive advantage. Such topics are essential to gaining a full understanding of the strategies that a business must recognize, formulate and in turn implement.

- **Apply Your Knowledge Application Projects.**

Highlights the different AYK projects available at the end of the text that takes the MIS concepts and challenges the students to apply them using Excel, Access, and other tools.

### 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 — Enterprise Resource Planning
13. Creating Innovative Organizations
14. Ebusiness
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: 6

2022©

320 Pages

Print: 9781265373931

Connect: 9781264209354

### OVERVIEW

Baltzan; M: Information Systems is an MIS

fundamentals text written in an engaging visual, magazine format designed to intrigue your students from the start! Saturated with fascinating, sometimes hard-to-believe real-life examples that will keep students intrigued throughout the course. Baltzan's approach discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique writing approach is that business initiatives drive technology choices in a corporation. Therefore, each discussion addresses the business needs first and addresses the technology that supports those needs second. This approach takes difficult and often intangible MIS concepts, brings them down to a students level, and applies them using a hands-on approach to reinforce the concepts learned. A derivative of the Baltzan; Business Driven Technology text, M: Information Systems provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, etc.

### CONTENTS

1. Achieving Business Success
2. Exploring Business Intelligence
3. Streamlining Business Operations
4. Building Innovation
5. Transforming Organizations

## MARKETING Advertising



## 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)



#### 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

NEW



### M: Advertising

William Arens, Michael F. Weigold

Edition: 4  
2022©  
480 Pages  
Print: 9781260598223  
Connect: 9781264058549

#### OVERVIEW

M: Advertising examines advertising from the perspective of the advertiser as well as the specialists who create advertising. M: Advertising takes students beyond theory to learn about roles within each of these organizations, and to consider which they might one day play themselves in a highly visual, condensed, engaging format. Supported by a robust digital Connect Advertising offer, M is relevant, engaging and cost-effective for today's business students.

#### CONTENTS

##### Part One: An Introduction to Advertising

1. What Is Advertising?
2. The Environment of Advertising
3. The Business of Advertising

##### Part Two: Understanding the Target Audience

4. Targeting and the Marketing Mix
5. Communication and Consumer Behavior

##### Part Three: The Planning Process

6. Account Planning and Research
7. Marketing, Advertising and IMC Planning

##### Part Four: The Creative Process

8. Creating Ads: Strategy and Process
9. Creative Execution: Art and Copy

##### Part Five: Reaching the Target Audience

10. Print Media
11. Audio and Video Media
12. Digital Interactive Media
13. Out-of-Home, Direct-Mail, and Promotional Product advertising

##### Part Six: Integrating Marketing Communications Elements

14. Media Planning and Buying
15. IMC: Direct Marketing, Personal Selling, Packaging, and Sales Promotion
16. IMC: Public Relations, Sponsorship, and Corporate Advertising

### Customer Service



### 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.

#### 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

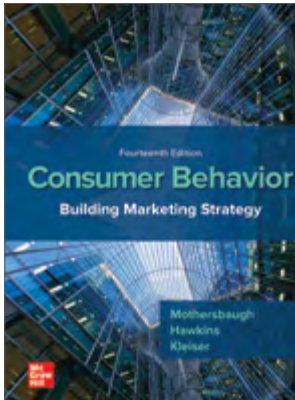
##### Part Three: Building and Maintaining Relationships

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

## Customer Behavior



### 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, 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 an in-depth look at a particularly interesting 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.

### 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
16. Alternative Evaluation and Selection
17. Outlet Selection and Purchase
18. Post purchase Processes, Customer Satisfaction, and Customer Commitment

## 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.

### 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 Analytics



#### Essentials of Marketing Analytics

Joseph F. Hair, Dana E. Harrison, Haya Ajjan.

Edition: 1  
2022©  
512 Pages  
Print: 9781260597745  
Connect: 9781264263639

#### OVERVIEW

The starting point in learning marketing analytics is to understand the marketing problem. The second is asking the right business question. The data will help you tell the story. We live in a global, highly competitive, rapidly changing world that is increasingly influenced by digital data, expanded analytical capabilities, information technology, social media and more. The era of Big Data has literally brought about huge amounts of data to review, analyze and solve.

Today's undergraduate and graduate students will need to have a keen understanding of not only the right types of questions to ask, but also the tools available to help answer them.

Essentials of Marketing Analytics covers both, in a comprehensive, readable and flexible manner. Coverage includes the most popular analytics software tools, such as Tableau and Python, as well as a variety of analytical techniques, including but not limited to social network analysis, automated machine learning, neural networking and more.

Supported by a robust student and learning package via McGraw Hill Connect, Essentials of Marketing Analytics 1e is the most comprehensive, current, adaptable product on the market!

#### FEATURES

The starting point in learning marketing analytics is to understand the marketing problem. The second step is asking the right business question. The data will help you tell the story.

- What does the data tell you?
- What does it mean for the business?

Hair/Harrison/Ajjan: Essentials of Marketing Analytics, 1e covers both, in a comprehensive, readable and flexible manner. The product is broken down into 3 parts:



- Structured and Unstructured Data (Chapters 1-4)
- Supervised and Unsupervised Learning (Chapters 5-9)
- Emerging Analytical Methods (Chapter 10-12)
- **Real-World Practitioner's Corner.** Each chapter includes an interesting, relevant example of a real-world business situation that illustrates the focus and significance of the chapter material. For example, Chapter 6 features insights on neural network analysis from Stephen Brobst, the Chief Technology Officer at Teradata Corporation. In Chapter 7, Elpidia Ormanidou, VP Advanced Analytics and Insights at Starbucks shares lessons learned from the use of automated machine learning in her work
- **Critical Thinking and Marketing Applications.** The critical thinking and marketing applications exercises are carefully designed to enhance the self-learning process and to encourage application of the concepts learned in the chapters to real business decision-making situations. There are two or three questions in each chapter directly related to the analytical methods and designed to provide students with opportunities to enhance their analytical and interpretative skills

## CONTENTS

### Part One: Overview of Marketing analytics and Data Management

1. Introduction to Marketing Analytics
2. Data Management

### Part Two: Exploring and Visualizing Data Patterns

3. Exploratory Data Analysis Using Cognitive Analytics
4. Data Visualization

### Part Three: Analytical Methods For Supervised Learning

5. Regression Analysis
6. Neural Networks
7. Automated Machine Learning

### Part Four: Analytical Methods for Unsupervised Learning

8. Cluster Analysis
9. Market Basket Analysis

### Part Five: Emerging Analytical Approaches

10. Natural Language Processing - Text Mining and Sentiment Analysis
11. Social Network Analysis
12. Web Analytics

## 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

**NEW**



## Marketing Management

Greg W. Marshall, Mark W. Johnston.

Edition: 4

2022©

576 Pages

Print: 9781260598230

Connect: 9781264155378

### OVERVIEW

Greg Marshall and Mark Johnston (both of Rollins College) have taken great effort to represent marketing management the way it is actually practiced in successful organizations today. The 4th 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 resource for the PCM exam. The 4e is also supported by application and project enriched Connect.

### 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: 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 and 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 Research



## 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.

## 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

## Principles of Marketing



### 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



### 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



### Marketing

Dhruv Grewal, Michael Levy

Edition: 8  
2022©  
736 Pages  
Print: 9781260597592  
Connect: 9781264155804

### OVERVIEW

Grewal/Levy Marketing 8e was designed to show today's social and digital student how marketing adds value and how firms maintain and rely on value for establishing lasting relationships with customers. The eighth edition represents the authors most extensive revision today, exploring both fundamentals and new marketing influencers such as digital, social and mobile marketing, marketing analytics and the psychology influencer on consumer behavior. Written in an engaging, highly visual format with up-to-date examples throughout for today's mobile and modern students and instructors.

Accompanied by Connect® with SmartBook 2.0, our highly reliable, digital teaching and learning solution that embeds learning science and award-winning adaptive tools to improve student results as well as a robust suite of instructor resources and a regularly updated author blog.

### FEATURES

- **NEW Video Cases!** Video Cases challenge students to apply course concepts to real life, fostering their ability to think critically in lecture and beyond. Case Analyses are similar, text-based exercises. Both provide immediate feedback and help students apply course concepts to life outside of class.



- ABAs/Mini-Sims in Connect® Marketing. These interactive, auto-graded simulations place students in the role of marketing manager to help them understand and apply the elements of the marketing mix and practice making real business decisions. Over 20 ABAs available for assignment for Fall 2021 classes.
- Marketing Video Library. Updated monthly, these short videos tagged to key topics, make excellent, current, engaging lecture launchers or group assignments. Over 100 videos now with 2 new videos added every month! Each video comes complete with teaching notes to save you time and increase classroom engagement.
- Data Analytics Toolkits in Connect® Marketing. Because analytics play an increasingly important role across marketing and all other aspects of business, these auto-graded analytics exercises in Connect® students learn to analyze and use data to make decisions.

## 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 And Analytics
11. Product, Branding, And Packaging Decisions
12. Developing New Products
13. Services: The Intangible Product
14. Pricing Concepts For Capturing Value
15. Strategic Pricing Methods And Tactics
16. Supply Chain And Channel Management
17. Retailing And Omnichannel Marketing
18. Integrated Marketing Communications
19. Advertising, Public Relations, And Sales Promotions
20. Personal Selling And Sales Management



## 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

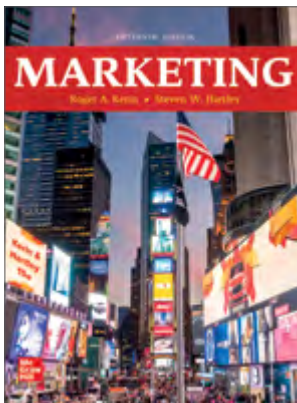
6. Product Development
7. Segmentation, Targeting, and Positioning

### **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



### **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](http://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**

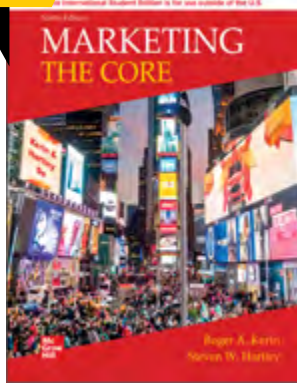
10. Developing New Products and Services
11. Managing Successful Products, Services, and Brands
12. Services Marketing
13. Building the Price Foundation
14. Arriving at the Final Price

#### **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

**NEW****Marketing: The Core**

**Roger A. Kerin, Steven W. Hartley**

**Edition: 9  
2022©**

**704 Pages**

**Print: 9781264832903**

**Connect: 9781264209286**

**OVERVIEW**

Marketing: The Core 9e is a briefer, 18-chapter version of Marketing 15e, the most rigorous and robust program on the market. The Core 9e takes a pedagogical approach that focuses on high engagement, personalized marketing, traditional and contemporary coverage, a rigorous framework, marketing decision making, and integrated technology.

The Core 9e continues to demonstrate the authors' commitment to engagement, leadership, and innovation:

**FEATURES**

- **NEW Video Cases in Connect® Marketing.**  
5 NEW Video Cases challenge students to apply course concepts to real life, fostering their ability to think critically in lecture and beyond. Assignable with immediate feedback. (New videos cases include Bombas, Cascade Maverik, Fallon Worldwide, Mary Kay China and Poshmark)
- **Expanded set of iSeelt! Animated Concept**  
Videos in Connect® Marketing. Short, contemporary iSeelt! Videos provide engaging, animated introductions to learning objectives. These auto-graded exercises are assignable within Connect and are perfect for lecture launchers and pre/post assessments.
- **NEW Application-Based Activities in Connect® Marketing.** These interactive, auto-graded simulations place students in the role of marketing manager or other business decision maker to help them understand and apply key concepts to the real world. More than 20 available for assignment including the full Practice Marketing backpack simulation.
- **Updated! Marketing Video Library.**  
Updated monthly, these short videos tagged to key topics, make excellent, current, engaging lecture launchers or group assignments. Over 100 videos now with 2 new videos added every month! Each

video comes complete with teaching notes to save you time and increase classroom engagement.

- **Expanded Data Analytics Toolkit in Connect® Marketing.**

Because analytics play an increasingly important role across marketing and all other aspects of business, these assignable analytics toolkit exercises in Connect® Marketing help students learn to analyze and use data to make decisions.

**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. Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility

**Part 2: Understanding Buyers and Markets**

4. Understanding Consumer Behavior
5. Understanding Organizations as Customers
6. Understanding and Reaching Global Consumers and Markets

**Part 3: Targeting Marketing Opportunities**

7. Marketing Research: From Customer Insights to Actions
8. Market Segmentation, Targeting, and Positioning

**Part 4: Satisfying Marketing Opportunities**

9. Developing New Products and Services
10. Managing Successful Products, Services, and Brands
11. Pricing Products and Services
12. Managing Marketing Channels and Supply Chains
13. Retailing and Wholesaling
14. Implementing Interactive and Multichannel Marketing
15. Integrated Marketing Communications and Direct Marketing
16. Advertising, Sales Promotion, and Public Relations
17. Using Social Media and Mobile Marketing to Connect with Consumers
18. Personal Selling and Sales Management

**Appendix B Planning a Career in Marketing**

## Product Management



### 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.

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



### 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:

- 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 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.

### 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

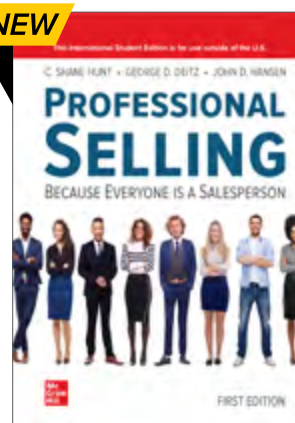
#### Section Four: Human Resources and Store Management

15. Human Resources and Managing the Store
16. Store Layout, Design, and Visual Merchandising
17. Customer Service

#### Section Five: Cases

## Selling

**NEW**



### Professional Selling

Shane C. Hunt, George D. Dietz,

Edition: 1  
2022©  
288 Pages  
Print: 9781260597752  
Connect: 9781264138616

### OVERVIEW

Sales is at the heart of modern business. Understanding and using aspects of sales in order to improve for-profit businesses, not-for-profit organizations, and students' career prospects is a critical and relevant to all students, regardless of their major.

Career success for students will be determined in part by how well they tell their personal narrative and sell themselves to employers, investors, or graduate schools. Introducing Hunt/Deitz/Hansen: Professional Selling 1e, developed for today's instructors to inspire and motivate tomorrow's leaders, because everyone is a salesperson.

Three goals of this product are to:

- Provide up-to-date professional selling content that is high quality, socially responsible and right sized for various course lengths and modalities settings
- Engage students with a highly readable narrative infused with modern and relevant examples
- Integrate cutting-edge digital resources to enhance teaching and learning

### FEATURES

- Developed for today's instructors to inspire and motivate tomorrow's sales executives. Up-to-date content, right sized for various course lengths and modalities. A highly readable narrative infused with engaging, modern examples that students can relate to, regardless of their major.
- Unique Chapter Features include:
  - Today's Professional Perspective:**  
Each chapter contains a profile of a recent college graduate to illustrate the on-the-ground perspective of a beginning career in sales.
  - Ethics Coverage:**  
Every chapter includes a real-world discussion of business ethics, highlighting how ethical issues permeate selling decisions.
  - Career Tips:**  
Career tips from leading sales executives and sales instructors, found at the end of each chapter, will help students develop skills that will be beneficial throughout their professional lives.
  - Rich End-of-Chapter Assignment Material:**  
Because so much learning happens outside of the classroom, the authors have comprised a rich set of EOC material that includes discussion questions, an ethical challenge, a sales role play, and corresponding assignable Connect activities.
- Author-written, cohesive supplements package to enhance teaching including:
- Instructor's Manual with Continuing Sales Role Play, PowerPoint Presentations Test and Quiz Banks and Video Library

### CONTENTS

#### Part One: Finding Customers and Developing Relationships

1. Everyone Is a Salesperson
2. Prospecting and Qualifying Engaging Customers and Developing Relationships

#### Part Two: Using Strategies and Tools to Meet Client Needs

4. Social Selling
5. Sales-Presentation Strategies

#### Part Three: Finding and Negotiating Solutions for Customers

6. Solving Problems and Overcoming Objections
7. Negotiating Win-Win Solutions
8. Profitology: Pricing and Analytics in Sales

#### Part Four: Achieving Success in a Sales Career

9. Sales Compensation and Career Development
10. The Psychology of Selling: Knowing Yourself and Relating to Customers

**NEW**



#### Selling: Building Partnerships

**Stephen B. Castleberry, John F. Tanner**

**Edition: 11**

**2022©**

**592 Pages**

**Print: 9781265082291**

**Connect: 9781264072057**

### OVERVIEW

Selling: Building Partnerships, 11e remains faithful to the original goal of the products since its first edition-- that instructors don't want to teach the history of selling, rather they want their students to know how it is done. While many things have changed, such as the changing roles for technology and salespeople and the increased use of multi-channel go-to-market strategies, students still need to practice newly learned skills, make ethical choices, and adapt their communication skills given the situation and audience.

Selling: Building Partnerships 11e addresses all of these with distinct role-plays, mini-case studies, and current examples throughout. The product's emphasis on value creation makes it applicable for students who may not be interested in a sales career, but rather the skills that will serve them in other roles and life.

### FEATURES

- All new "From the Buyer's Seat"— executives offer insight into how they made decisions or were helped (or hindered) by salespeople. Feature questions—embedded in the end-of-chapter material are discussion questions that direct students back to the chapter opening profiles,
- New Role Plays—we've written a new set of role plays featuring Purina ONE SmartBlend and Gartner. Purina ONE SmartBlend is a pet food product line, and you can use this if you want to use simple role plays that span both trade sales and sales to users (kennels, animal shelters, and so on).

- New mini cases—each chapter has a new or significantly revised mini case as well as favorite mini cases to choose from.

### CONTENTS

1. Selling and Salespeople
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
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
15. Managing Your Time and Territory
16. Managing within Your Company
17. Managing Your Career

## 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.
- 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.

### 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

## 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.

### 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

## 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 “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.

## 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
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



## 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

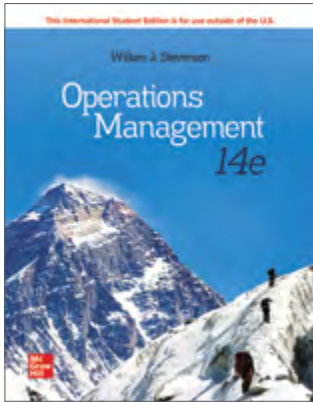
14. Lean Supply Chains
15. Logistics, Distribution, and Transportation
16. Global Sourcing and Procurement

#### 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



## 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

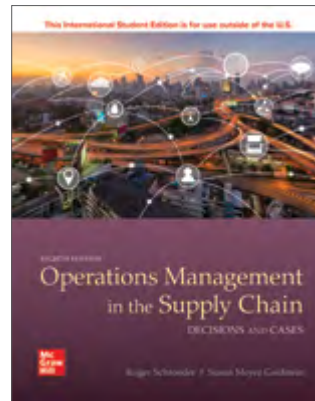
9. Customer Service Management
10. Sourcing and Supply Management
11. Logistics Management

#### 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



### 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, OMintheNews, 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 the 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 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

## Project Management



### 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, 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

- 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.

### 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

## Service Management



### Service Management: Operations Strategy Info Technology

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

## Supply Chain Management



### Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies

David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi

Edition: 4

2022©

544 Pages

Print: 9781260597790

Connect: 9781259997709

### OVERVIEW

Designing and Managing the Supply Chain is a supply chain management text that is not too technical, contains the breadth and depth that the topic

deserves, and is appropriate for teaching supply chain management to business or engineering. With a combination of analytical concepts, case studies, and examples, written by experts from academia (both who are still teaching at MIT and University of California, Berkeley) and industry who have been researching, consulting, and developing software for supply chain management for many years, the Fourth Edition continues in this direction in important ways by adding new chapters on timely topics including supply chain risk management, supply chain flexibility, and sustainable supply chains.

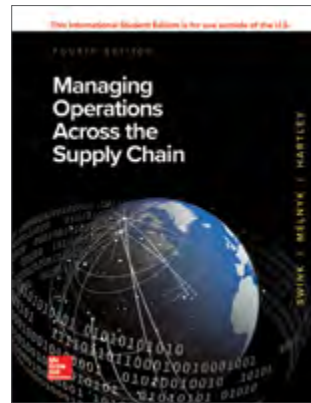
### FEATURES

The Fourth Edition of the book represents a substantial revision. Indeed, while we kept the same structure and philosophy as in the previous editions, we have included new chapters:

- Chapter 11 Supply chain flexibility
- Chapter 13 Supply chain risk management
- Chapter 14 Sustainable supply chains.

### CONTENTS

1. Introduction
  2. Inventory Management and Risk Pooling
  3. Network Planning
  4. Supply Contracts
  5. The Value of Information
  6. Supply Chain Integration
  7. Distribution Strategies
  8. Strategic Alliances
  9. Procurement and Outsourcing Strategies
  10. Global Logistics and Risk Management
  11. Coordinated product and Supply Chain Design
  12. Customer Value
  13. Smart Pricing
  14. Information Technology and Business Processes
  15. Technology standards
- Appendix A: Computerized Beer Game  
Appendix B: Risk Pool Game  
Appendix C: Supply Contract Spreadsheet  
Appendix D: Bidding Game



### 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

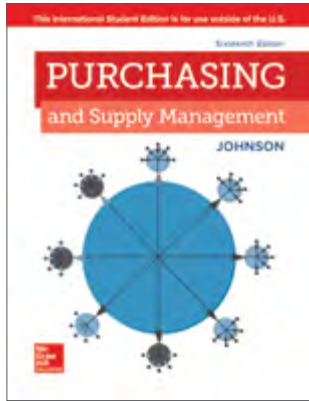
The 4th Edition of Managing Operations Across the Supply Chain offers a global, supply chain perspective of operations management treatment that embraces the foundations of operations management but includes new frameworks, concepts, and tools to address the demands of today and changing needs of the 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

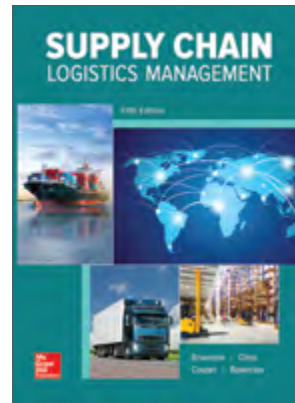
Edition: 16  
2020©  
576 Pages  
Print: 9781260548112  
Connect: 9781260242539

#### 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.

#### 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.

#### FEATURES

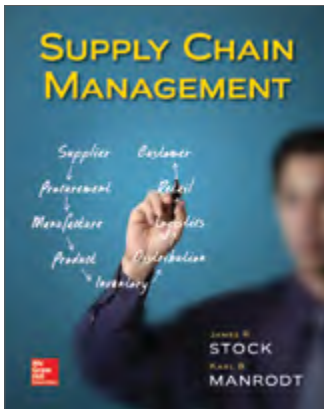
- A section in Chapter 1 discusses the broad application of logistics and supply chain management to include other applications beyond movement of goods.
- Considerations for value chain management are in the text. A review of supply chain information technology is found in Chapter 2 to provide a broad 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

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

**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.

**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

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