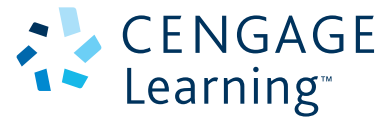


CENGAGE LEARNING ASIA



Sectional Catalog 2011 - 2012

Management and Decision Sciences



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CENGAGE LEARNING ASIA
Sectional Catalog
2011 - 2012

Management



BUSINESS AND SOCIETY



New Edition!

IE

BUSINESS AND SOCIETY, 8E Ethics and Stakeholder Management

Archie B. Carroll, University of Georgia; Ann Buchholtz, University of Georgia

BUSINESS AND SOCIETY, 8E demonstrates how the most successful business decision makers balance and protect the interests of various stakeholders, including investors, employees, the community, and the environment -- particularly as business recovers from a perilous financial period. The authors effectively balance strong coverage of ethics and the stakeholder model with a new focus on one of business's most recent, urgent mandates: sustainability. Coverage highlights the connection between business and the natural, social, and financial environments, illustrating how all three must be maintained in balance to sustain current and future generations. New actual business cases, real applications and today's latest business examples present you with specific business challenges that test your values and require you to focus your reasoning skills for ongoing success in today's workplace.

NEW TO THIS EDITION:

- Thirty-six end-of-text cases offer new cases highlighting Goldman Sachs, the BP oil spill, the Whirlpool plant closing in Indiana, and New Belgium Brewery's quest to become sustainable. Twenty of this edition's cases are revised and updated. Cases vary in length and include classic cases with ongoing impact as well as the most recent developments.
- Fresh, new "Ethics in Practice" Cases woven throughout this edition prepare future managers for business situations that will test their values and ethics. These short cases feature actual ethical conflicts companies face, as well as dilemmas former students have confronted personally in their full- and part-time work experiences.
- This edition provides the most current information on sustainability and ethics to guide students through decision making within the stakeholder framework.
- This edition incorporates a new central theme of sustainability in response to today's growing emphasis in business on the interrelationship and importance of balancing natural, social, and financial environments for current and future generations.

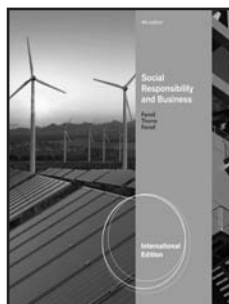
FEATURES:

- Proven Learning Outcomes articulate learning goals for each chapter and provide consistent structure for self-testing and review.
- The helpful "Ethics in Practice" Case Matrix, conveniently located in the Instructor's Manual, offers at-a-glance suggestions for linking this edition's "Ethics in Practice" Cases to particular chapters.

CONTENTS:

Part I: Business, Society, and Stakeholders. Part II: Corporate Governance and Strategic Management Issues. Part III: Business Ethics and Management. Part IV: External Stakeholder Issues. Part V: Internal Stakeholder Issues.

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New Edition!

IE

SOCIAL RESPONSIBILITY AND BUSINESS, 4E

O. C. Ferrell, University of New Mexico; Debbie M. Thorne, Texas State University, San Marcos; Linda Ferrell, University of New Mexico

SOCIAL RESPONSIBILITY AND BUSINESS, Fourth Edition, introduces a strategic social responsibility framework for courses that address the role of business in society. Social responsibility is presented as the extent to which a business adopts a strategic focus for fulfilling the economic, legal, ethical, and philanthropic responsibilities expected by all its stakeholders. In this fourth edition, the authors present the most up-to-date findings in the field, describe best practices, encourage student decision-making, provide cutting-edge cases, and inspire the application of social responsibility principles to a variety of situations and organizations.

NEW TO THIS EDITION:

- Sixteen new and updated case studies examine the best and worst ethical business practices, including cases on Countrywide Financial, AIG, Bernard Madoff, The American Red Cross, Beyond Petroleum, and Mattel.
- A new chapter, "Sustainability Issues," discusses strategic approaches for ensuring the long-range well-being of the natural environment.
- A new chapter, "Social Responsibility in a Global Environment," focuses on global issues and highlights the importance of cultural intelligence, global stakeholders, national competitiveness, and global standards of social reporting.
- An "Ethical Responsibilities in Finance" insert highlights the social responsibility issues related to the recent financial crisis.
- An "Earth in the Balance" feature presents emerging sustainability issues.

FEATURES:

- The "Responsible Business Debate" at the end of each chapter presents a controversial issue and provides two competing perspectives. These debates are excellent opportunities for class teams to defend a position and analyze topics in depth.
- "Experiential Exercises" are included at the end of each chapter and require students to apply, synthesize, and evaluate social responsibility concepts in the context of business practices.
- "What Would You Do?" minicases present scenarios where ethics, responsibilities, morals, workplace conduct, and other related issues are

highlighted. Students assume the role of decision maker and decide what course of action would best suit the company or individual based on chapter concepts.

- “Role Playing” exercises in the Instructor’s Resource Manual promote team work and give students the opportunity to develop decision-making skills. Teaching Notes are also provided in the manual, which is available on the Instructor’s Resource CD, and the online instructor Companion Website.

CONTENTS:

1. Social Responsibility Framework.
 2. Strategic Management of Stakeholder Relationships.
 3. Corporate Governance.
 4. Legal, Regulatory, and Political Issues.
 5. Business Ethics and Ethical Decision Making.
 6. Strategic Approaches to Improving Ethical Behavior.
 7. Employee Relations.
 8. Consumer Relations.
 9. Community Relations and Strategic Philanthropy.
 10. Technology Issues.
 11. Sustainability Issues.
 12. Social Responsibility in a Global Environment.
- Cases: 1 – 16.

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- Proven, Stimulating Format: Field-tested by students and professors throughout the country, each Module contains five thought-provoking discussion questions that have been shown to produce lively student debate.
- Flexible Content: Each Module or Unit stands alone, can be used in any order, or with other content of the instructor to easily create the ideal course content for any business ethics syllabus.

CONTENTS:

Unit I: Basic Concepts. Unit II: Purpose of the Corporation. Unit III: Selling, Marketing, and Advertising. Unit IV: Office Ethics: Treatment of Employees. Unit V: Workplace Privacy. Unit VI: Employee Compensation. Unit VII: Environmental Ethics. Unit VIII: Special Obligations to Customers. Unit IX: International Ethics. Unit X: Enron and the Last Big Mess. Unit XI: The Great Recession and the Latest Big Mess. Unit XII: Government Actions and Corporate Influence.

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BUSINESS ETHICS



New!

IE

APPLIED BUSINESS ETHICS
A Skills-Based Approach

Dean Bredeson, University of Texas at Austin

More than a general ethics text, APPLIED BUSINESS ETHICS: A SKILLS-BASED APPROACH applies practical ethical situations to real-world business settings and decisions. The text’s thought-provoking scenarios read like a Hollywood screenplay, with up-to-the-minute issues that draw students into discussions and encourage debate. Written by an award-winning business ethics instructor, APPLIED BUSINESS ETHICS has been field-tested by students and faculty across the U.S. with a goal of improving the classroom experience, and making business ethics fun for everyone.

FEATURES:

- Fresh Approach: Written in a format that captures students’ attention and encourages active participation, each of the 72 Modules has a brief introduction along with a scenario that reads like a screenplay. Designed to make learning about business ethics fun, the text generates ample class discussion, which significantly reduces instructor preparation time.
- Current, Relevant Issues: Timely and thorough, the Modules focus on hot issues raised by the current recession, laws passed and policies created by the Obama Administration, and the most recent Supreme Court decisions. Attention-getting topics include health care legislation, background checks and social networking websites, exaggerated environmental friendliness, mortgage-backed securities as a root cause of the Great Recession, and more.



New Edition!

IE

BUSINESS ETHICS, 7E

Case Studies and Selected Readings

Marianne M. Jennings, Arizona State University

The best-selling text of its kind on the market, BUSINESS ETHICS: CASE STUDIES AND SELECTED READINGS, 7e, International Edition gets behind the decision-making process of business leaders today to illustrate why good leaders often make questionable decisions. This fascinating collection exposes common themes in less-than-ethical decision making, and shows why leaders make ethical compromises in business that they would not make in their personal lives. A combination of short and long cases, readings, hypothetical situations, and current ethical dilemmas, BUSINESS ETHICS: CASE STUDIES AND SELECTED READINGS, International Edition provides students with a stimulating and thorough basis for evaluating business ethics, and encourages stronger values in future business leaders.

FEATURES:

- Improved Structure and Focus: Now organized according to themes, the 7th Edition shows students that the same factors, pressures, and analyses apply in many situations, no matter the underlying topic.
- Multiple Added Readings: Students will devour these new readings on the most current and stimulating topics, such as pressure and hubris; the psychology of poor ethical decisions; the FCPA; covenants not to compete; and a reading from Entine and Jennings that brings all the ethics theories together.
- Wide-ranging Examples, Illustrations, and Questions: Jennings covers the gamut of business ethics with even more examples on Phil Mikelson, ticket scalping, Danica Patrick, and updated information on the subprime market and crash.

- Myriad New Cases: Packed so full with new cases, the 7th edition has too many to list them all! New cases cover Goldman Sachs; Lehman Brothers SPE's; Bernie Madoff; ACORN; the U.S. and torture; and many, many more!
- Apply Acquired Skills: Draw upon the author's vast business and educational experience with an impressive assortment of examples from real-world ethical dilemmas, immoral choices, and highly principled decisions. Sources include newspapers, business journals, and Professor Jennings' own professional experiences as a consultant and board member.

CONTENTS:

Unit 1: Ethical Theory, Philosophical Foundations, and Types of Ethical Dilemmas. Unit 2: Solving Business Ethical Dilemmas. Unit 3: Business, Social Responsibility, and Sustainability. Unit 4: Ethics and Organizational, Industry, and Social Culture. Unit 5: Ethics In International Business. Unit 6: Ethics, Business Operations, and Rights. Unit 7: Ethics and Products. Unit 8: Ethics and Competition. Unit 9: Ethics and Government. Unit 10: Ethics and Nonprofits.

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BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Paul Griseri, Middlesex University Business School; Nina Seppala, University College London

A new text for new realities: Business Ethics & Corporate Social Responsibility charts a course for students through the unprecedented challenges and turbulence of modern business and its implications for people across the globe. Moving beyond the Anglo-American focus of existing works, the authors employ a refreshingly international perspective to leave students with a broad and reflective understanding of business ethics. A flexible 3-part structure, developed from extensive market feedback, aligns with the latest course structures, while a strong focus on environmental ethics and sustainability throughout provides market-leading coverage of this vital issue. An unparalleled range of case studies, including chapter cases and longer premium cases supplied by HBR, Ivey and ECCH, combine with a full set of online supporting resources to make this the complete introduction to business ethics in a rapidly evolving world.

NEW TO THIS EDITION:

- Full international coverage that looks beyond the traditional European and American contexts to provide the complete picture
- Hundreds of real-world examples that illustrate
- Balanced discussion of all the key players in business ethics and corporate social responsibility including SMEs, NGOs and MNCs
- Integrative case studies from premium providers

CONTENTS:

Part One: Frameworks. Chapter One: Understanding corporate social responsibility. Chapter Two: Stakeholder management. Chapter Three: Theories of ethics. Chapter Four: Environmental ethics. Part Two: Contexts. Chapter Five: The behavioural context. Chapter Six: Ethics and corporate social responsibility in a global context. Chapter Seven: The business of human rights. Chapter Eight: Civil society organizations. Part Three: Processes. Chapter Nine: Governing organizations. Chapter Ten: Auditing and reporting social performance. Chapter Eleven: Managing ethics internally. Chapter Twelve: Responsibility in managing people and operations. Chapter Thirteen: Environmental responsibility. Chapter Fourteen: Giving back to society.

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BUSINESS ETHICS AND POLICY Ethical Decision Making and Cases

O. C. Ferrell, University of New Mexico; John Fraedrich, Southern Illinois University at Carbondale

BUSINESS ETHICS AND POLICY: ETHICAL DECISION MAKING AND CASES, Asia Edition thoroughly covers the complex environment in which managers confront ethical decision making. Using a proven managerial framework, this accessible, applied text addresses the overall concepts, processes, and best practices associated with successful business ethics programs--helping readers see how ethics can be integrated into key strategic business decisions. It incorporates comprehensive and rigorous updates that reflect the recent economic crisis and the ever-increasing academic and governmental attention being given to this area.

FEATURES:

- This leading text on the market is renowned for its signature approach--teaching business ethics from a managerial/organizational perspective. More important in today's economy than ever, this proven text emphasizes decision making, leadership, and strategy as it illustrates how to develop, implement, and audit an effective ethics program in a global environment.
- The text is packed with real-world, hands-on applications--placing students in the role of decision maker. An "Ethical Dilemma" at the opening of each chapter highlights a realistic situation and provides guided discussion questions on how the dilemma could be resolved. Chapter-ending "Resolving Ethical Business Challenges" are minicases that give students an opportunity to put what they have learned into action as they use their critical-thinking skills to address realistic ethical issues.
- Content is up-to-date to reflect the latest in the global economic crisis. The issues associated with the recent economic meltdown compelled the authors to provide an updated discussion of ethics from a systemic perspective. The authors' insightful discussions equip students with an ethical understanding of what happened--how greed, excessive risk-taking, and the culture of focusing on rewards and the bottom line helped create the problem.
- Ensuring students get the most from the course, the text's rich pedagogical program includes Chapter Objectives, a Chapter Outline, a detailed Chapter Summary, and Check Your E.Q. (Ethics Quotient) exercises that help students identify key concepts, initiate discussion, enhance problem-solving skills, and provide an opportunity for self-assessment.

CONTENTS:

Part One: An Overview of Business Ethics. Part Two: Ethical Issues and the institutionalization of Business Ethics. Part Three: The Decision-Making Process. Part Four: Implementing Business Ethics in a Global Economy.

Cases

1. Wal-Mart: The Future is Sustainability.
2. Arthur Andersen: Questionable Accounting Practices.
3. Countrywide Financial: The Subprime Meltdown.
4. Monsanto Attempts to Balance Stakeholder Interests.
5. Coping with Financial and Ethical Risks at American International Group (AIG).
6. Starbucks' Mission: Social Responsibility and Brand Strength.
7. The Fraud of the Century: The Case of Bernard Madoff.
8. Nike: From Sweatshops to Leadership in Employment Practices.
9. The Coca-Cola Company Struggles with Ethical Crises.
10. The Banking Industry Meltdown: The Ethical And Financial Risks of Derivatives.
11. Enron: Questionable Accounting Leads to Collapse.
12. BP (Beyond Petroleum) Focuses on Sustainability.
13. Tyco International: Leadership Crisis.
14. Home Depot Implements Stakeholder Orientation.
15. PETCO Develops Successful Stakeholder Relationships.
16. Mattel Responds to Ethical Challenges.

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BUSINESS ETHICS, 5E **IE****A Stakeholder and Issues Management Approach***Joseph W. Weiss, Bentley College*

Ethical decisions can be complicated, but ethics class doesn't have to be! **BUSINESS ETHICS: STAKEHOLDER AND ISSUES MANAGEMENT APPROACH, 5e, International Edition**, helps students "get involved and be prepared, because ethics is everybody's business." This easy-to-follow guide addresses business ethics in a way you can understand. By using interesting, current, real-world examples and focusing on stakeholders, this textbook can help you outline your personal business ethics for years to come, giving you the practical tools you need to handle moral dilemmas in the workplace and the world.

NEW TO THIS EDITION:

- The fifth edition includes 16 new cases and extensive updates to four others, providing current, compelling, and highly relevant examples such as topics on China, India, Facebook, MySpace, new technologies, and privacy issues to help engage student interest and provide realistic illustrations of essential principles of business ethics.
- The new edition features recent national surveys on ethics integrated into each chapter, a special updated and in-depth section on employee workplace issues, and expanded coverage of generational differences.
- A new Applications & Insight section in every chapter features new information and decision-making challenges for students on key chapter topics, and updated coverage and current applications of ethical principles play an active and fundamental role in each chapter.
- New research referenced throughout the text brings business ethics into the twenty-first century, reflecting the complex and constantly evolving business environment students will enter. The author devotes considerable attention to major contemporary and international topics in business ethics by integrating current and emerging issues from today's workplace.
- An updated video program, available on DVD, complements the text with additional exploration of key issues and examples in an entertaining format sure to appeal to students.

FEATURES:

- Opening cases and/or profiles of contemporary issues begin each chapter to engage students immediately, demonstrate the impact and importance of key concepts, and show the relevance of upcoming material to students' lives and future careers.
- The author masterfully and practically connects universal concepts of business ethics to concrete situations and real-world examples, enabling students to grasp key ideas without losing sight of the hands-on considerations of applied ethics.

CONTENTS:

1. Business Ethics, the Changing Environment, and Stakeholder Management. Case 1. Enron. Case 2. Microsoft. 2. Stakeholder and Issues Management Approaches. Case 3. Mattel Toy Recall. Case 4. JetBlue. Case 5. Arthur Andersen. 3. Ethical Principles, Quick Tests, and Decision-Making Guidelines. Case 6. Sam Waksal and Imclone. Case 7. Aaron Feuerstein and Malden Mills. Case 8. Jerome Kerviel: Rogue Trader or Misguided Employee? Case 9. Seeking Two Kinds of Green: Richard Branson's Ventures in Biofuel. Case 10. Ford Pinto. 4. The Corporation and External Stakeholders: Corporate Governance in a "Free Market." Case 11. Napster. Case 12. Vioxx. Case 13. Who Killed the Electric Car? Case 14. Skype. 5. Stakeholder Responsibilities of Corporations in the Marketplace. Case 15. Facebook's Beacon. Case 16. Genetics Discrimination. 6. The Corporation and Internal Stakeholders: Values-Based Moral Leadership, Culture, Strategy, and Self-Regulation. Case 17. Commitments to Sustainability in the Oil and Gas Industry. Case 18. What's Written vs. What's Reality. 7. Employee Stakeholders and the Corporation. Case 19. Wal-Mart: Ongoing Changes with Gender Discrimination. Case 20. Don't Ask, Don't Tell. Case 21. Women on Wall Street. 8. Stakeholder

Management and Multinational Corporations in the Global Environment. Case 22. China, India, and Wal-Mart. Case 23. Google in China. Case 24. Sweatshops: Are Companies Willing to Solve the Problem?

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**New Edition!****IE****ETHICAL DECISION MAKING FOR BUSINESS, 8E***John Fraedrich, Southern Illinois University at Carbondale; O. C. Ferrell, University of New Mexico; Linda Ferrell, University of New Mexico*

Providing a vibrant new four-color design, market-leading **ETHICAL DECISION MAKING FOR BUSINESS, 8e, International Edition**, thoroughly covers the complex environment in which managers confront ethical decision making. Using a proven managerial framework, this accessible, applied text addresses the overall concepts, processes, and best practices associated with successful business ethics programs—helping readers see how ethics can be integrated into key strategic business decisions. Thoroughly revised, the new eighth edition incorporates comprehensive and rigorous updates that reflect the recent economic crisis and the ever-increasing academic and governmental attention being given to this area. It also includes nine all-new case studies, while other cases have been completely updated.

NEW TO THIS EDITION:

- Chapter 2, "Stakeholder Relationships, Social Responsibility, and Corporate Governance," has been significantly reorganized, updated, and expanded to provide an overall framework for the text. Revamped Chapter 3, "Emerging Business Ethics Issues," now offers expanded coverage of issues with abusive and intimidating behavior, lying, bribery, corporate intelligence, environmental sustainability, intellectual property rights, and privacy.
- Completely revised, Chapter 5, "Ethical Decision Making and Ethical Leadership," reflects the latest research and understanding of ethical decision making. It also features a new section on ethical leadership. Expanded Chapter 6, "Individual Factors: Moral Philosophies and Values," now explores the role of moral philosophies and moral development as individual factors in the ethical decision-making process. It also provides a new section on white-collar crime.
- Chapter 8, "Developing an Effective Ethics Program," has been significantly refined and updated with corporate best practices for developing ethics programs. In addition, Chapter 10, "Globalization of Ethical Decision Making," has been completely revised to reflect the complex and dynamic events that almost caused a global depression.

FEATURES:

- The leading text on the market, **ETHICAL DECISION MAKING FOR BUSINESS, 8e, International Edition** is renowned for its signature approach—teaching

business ethics from a managerial/organizational perspective.

- Extremely timely, the text is completely revised and updated to reflect the latest in the global economic crisis. The issues associated with the recent economic meltdown compelled the authors to provide an updated discussion of ethics from a systemic perspective.
- Ensuring students get the most from the course, the text's rich pedagogical program includes Chapter Objectives, a Chapter Outline, a detailed Chapter Summary, and Check Your E.Q. (Ethics Quotient) exercises that help students identify key concepts, initiate discussion, enhance problem-solving skills, and provide an opportunity for self-assessment.
- The text is packed with real-world, hands-on applications—placing students in the role of decision maker. An "Ethical Dilemma" at the opening of each chapter highlights a realistic situation and provides guided discussion questions on how the dilemma could be resolved.

CONTENTS:

Part One: AN OVERVIEW OF BUSINESS ETHICS. 1. The Importance of Business Ethics. 2. Stakeholder Relationships, Social Responsibility, and Corporate Governance. Part Two: ETHICAL ISSUES AND THE INSTITUTIONALIZATION OF BUSINESS ETHICS. 3. Emerging Business Ethics Issues. 4. The Institutionalization of Business Ethics. Part Three: THE DECISION-MAKING PROCESS. 5. Ethical Decision Making and Ethical Leadership. 6. Individual Factors: Moral Philosophies and Values. 7. Organizational Factors: The Role of Ethical Culture and Relationships. Part Four: IMPLEMENTING BUSINESS ETHICS IN A GLOBAL ECONOMY. 8. Developing an Effective Ethics Program. 9. Implementing and Auditing Ethics Programs. 10. Business Ethics in a Global Economy.

Cases.

1. Monsanto Attempts to Balance Stakeholder Interests. 2. Wal-Mart: The Future is Sustainability. 3. The American Red Cross. 4. Countrywide Financial: The Subprime Meltdown. 5. Arthur Andersen: Questionable Accounting Practices. 6. Coping with Financial and Ethical Risks at American International Group (AIG). 7. Starbucks' Mission: Social Responsibility and Brand Strength. 8. The Fraud of the Century: The Case of Bernard Madoff. 9. Nike: From Sweatshops to Leadership in Employment Practices. 10. The Banking Industry Meltdown: The Ethical And Financial Risks Of Derivatives. 11. The Coca-Cola Company Struggles with Ethical Crises. 12. Enron: Questionable Accounting Leads to Collapse. 13. BP (Beyond Petroleum) Focuses on Sustainability. 14. Tyco International: Leadership Crisis. 15. Mattel Responds to Ethical Challenges. 16. PETCO Develops Successful Stakeholder Relationships. 17. Home Depot Implements Stakeholder Orientation. 18. New Belgium Brewing: Ethical and Environmental Responsibility.

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GLOBAL ECONOMIC CRISIS: IMPACT ON BUSINESS ETHICS AND SOCIETY

Global Economics Crisis Resource Center

The first half of the printed module for the Economics ebook discusses the historical context of the global economic crisis. The next 16 pages of the module discuss the impact of the global economic crisis on the Economics discipline. This 32-page module also provides learning goals, questions, key terms and digital access to the entire Global Economic Crisis Resource Center. Please visit www.cengage.com/gec.

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BUSINESS RESEARCH METHODS

BUSINESS RESEARCH METHODS, 8E

IE

(with Qualtrics Card)

William G. Zikmund, Oklahoma State University

This best-selling text continues in its eighth edition to provide the most current and comprehensive coverage of business research. Its student-friendly design contains numerous examples illustrating real-world research in management, marketing, finance, accounting, and other business areas. BUSINESS RESEARCH METHODS, 8E, International Edition is the ideal text for undergraduate and first year MBA courses in marketing, management, or quantitative studies.

NEW TO THIS EDITION:

- Survey This Feature – Students respond to an online questionnaire hosted using Qualtrics software. The questionnaire involves students' opinions, activities and interests regarding numerous everyday behaviors ranging from study habits to involvement with social networking. The resulting data are made available to instructors and students.
- New examples of business applications varying across business disciplines.
- New Chapter Vignettes—Each chapter opens with a story relevant to the material featured in that particular chapter.
- Increased Global Coverage—The examples and illustrations make much greater use of international business.
- Expanded coverage of Internet Research tools.

FEATURES:

- Tips of the Trade.
- Survey This!
- New end of chapter comprehensive cases.
- Concise Learning Objectives.
- Tagged Ethics and Internet Exercise Questions

CONTENTS:

PART I: INTRODUCTION. Chapter 1 The Role of Business Research. Chapter 2 Information Systems and Knowledge Management. Chapter 3 Theory Building. Chapter 4 The Business Research Process: An Overview. Chapter 5 The Human Side of Business Research: Organizational and Ethical Issues. PART II: BEGINNING STAGES OF THE RESEARCH PROCESS. Chapter 6 Problem Definition: The Foundation of Business Research. Chapter 7 Qualitative Research Tools. Chapter 8 Secondary Data Research in a Digital Age. PART III: RESEARCH METHODS FOR COLLECTING PRIMARY DATA. Chapter 9 Survey Research: An Overview. Chapter 10 Survey Research: Communicating with the Respondents. Chapter 11 Observation Methods. Chapter 12 Experimental Research. PART IV: MEASUREMENT CONCEPTS. Chapter 13 Measurement and Scaling Concepts. Chapter 14 Attitude Measurement. Chapter 15 Questionnaire Design. PART V: SAMPLING AND FIELDWORK. Chapter 16 Sampling Design and Procedures. Chapter 17 Determination of Sample Size: A Review of Statistical Theory. Chapter 18 Fieldwork. PART VI: DATA ANALYSIS AND PRESENTATION. Chapter 19 Editing and Coding: Transforming Raw Data into Information. Chapter 20 Basic Data Analysis: Descriptive Statistics. Chapter 21 Univariate Statistical Analysis. Chapter 22 Bivariate Statistical Analysis: Differences Between Two Variables. Chapter 23 Bivariate Statistical Analysis: Measures of Association. Chapter 24 Multivariate Statistical Analysis. Chapter 25 Communicating the Research Results: Report Generation, Oral Presentation, and Follow-Up. PART VII: CRITICAL THINKING CASES.

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IE

BUSINESS RESEARCH PROJECTS, 4E

A. D. Jankowicz, Luton Business School

Now in its fourth edition, this respected and comprehensive text and companion website provides a clear guide to planning and undertaking business research projects and dissertations. Dealing with every stage of project work - from inception, reviewing the literature, gathering and analysing the data, to writing up and presenting the report - this book is an ideal text for all students engaged in business research projects and dissertations, and their lecturers.

FEATURES:

- This book's approach is one of practical relevance and pragmatism supported by theory, most business students will not become business researchers and this book tells students what they need to "do".
- The structure takes the students through each stage of the process, from selecting the research topic, through collecting and analysing the data, to writing up the final report.
- A key strength of this text lies in the range of material covered - this book covers all the key topics on both research methods AND project management.
- Excellent support for students undertaking a business research project: action checklists, self-check questions and answers, summary methods and techniques.

CONTENTS:

PART I: GETTING STARTED. 1. Introduction. 2. Purpose and objectives of a project. 3. Choosing a topic. 4. Standards of assessment. 5. Getting organized. PART II: KEY ISSUES IN DEPTH. 6. What is research anyway? 7. The role you're in. 8. Reviewing and using the literature. PART III: A GUIDE TO EMPIRICAL WORK. 9. Planning empirical work. 10. Methods and techniques. 11. Semi-structured, open-ended techniques. 12. Fully structured techniques. 13. Further techniques. 14. Writing it up.

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CONSULTING

CASEBOOK FOR THE HANDBOOK OF MANAGEMENT CONSULTING, THE CONTEMPORARY CONSULTANT

Insights from Leading Experts

Larry Greiner, University of Southern California; Thomas Olson, University of Southern California; Flemming Poulfelt, Copenhagen Business School in Denmark

This book complements The Handbook of Management Consulting: The Contemporary Consultant: Insights from Leading Experts, 1e but can also be studied separately. The book consists of 20 cases including Harvard and Stanford cases. The cases present the broad range of topics that are pertinent to current management consulting. Each of the four parts of the text presents a cogent introduction by the editors, delineating topics that are critical for today's consultants to understand. The cases represent major practice areas of consulting and afford new insights into change processes and other current management issues facing consulting firms. These cases, together with the handbook, will prepare consultants and other business managers for a successful future in a highly competitive consulting environment.

CONTENTS:

Part I: Consulting Industry, Skills and Professionalism. Part II: Consulting Practice Areas and Methods. III: Consulting to Implement Change in Different Contexts. Part IV: Managing the Consulting Firm. Part V: The Future of Consulting.

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MANAGEMENT CONSULTING

David Biggs, University of Gloucestershire

Management Consulting: A Guide for Students bridges the gap between the latest academic research and practical skills to provide a comprehensive new introduction to modern consulting. David Biggs's important new textbook walks students through the key dimensions of management consulting - from the contexts, through the processes, and into skills and implementation - using a wide range of examples to provide a refreshing and modern guide for students.

FEATURES:

- Mini Case Studies - these appear at the start of each chapter to foreground the main concepts of the chapter in a real-world situation
- Industry Snapshots - appear throughout each chapter to show how issues are applied in real-life business situations
- Thought Provoking Points - provide interesting insights and observations about the key issues that are being discussed
- Review Questions and Assignment Questions - are provided at the end of each chapter to help reinforce and test your knowledge and understanding

CONTENTS:

Part 1: An introduction to management consultancy. Chapter 1: Management consultancy: The context of the industry. Chapter 2: Benefits and critiques of consultancy. Chapter 3: Different types of consultancy. Part 2: How consulting works. Chapter 4: Models, theories and approaches of consultancy. Chapter 5: The client-consultant relationship. Chapter 6: Client engagement. Chapter 7: Consulting in the internal and external environment. Part 3: Performance and management. Chapter 8: Project management. Chapter 9: Programme management, power and politics. Chapter 10: Types of consultancy projects. Part 4: Individual consultancy skills. Chapter 11: Research techniques. Chapter 12: Working and problem solving in a team. Chapter 13: Personal effectiveness in consultancy. Part 5: Professional development. Chapter 14: Mastering competencies and developing competence. Chapter 15: Professionalism and ethics. Chapter 16: The Future of the Industry.

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DIVERSITY



New Edition!

IE

DIVERSITY IN ORGANIZATIONS, 2E

Myrtle P. Bell, University of Texas at Arlington

DIVERSITY IN ORGANIZATIONS is the first comprehensive, research-based text designed to meet the needs of the diversity course. It provides a solid perspective on the various aspects of organizational diversity, including why diversity is important for organizations, recruiting, retaining, and effectively and fairly utilizing a diverse workforce, and legislation related to diversity. The book conducts in-depth explorations of key racial/ethnic groups, sex and gender, religion, work and family, weight and appearance, physical and mental ability, and sexual orientation. It includes prescriptions on how to become a diversity-friendly employer, include workers often devalued, and how both dominant and non-dominant group members can work to effect change.

FEATURES:

- Chapter Opening Key Facts: Relevant facts and figures open each chapter helping students approach the material more objectively, with less bias.
- “Sidebars”: These brief and current examples are interspersed through the text enhancing student understanding of pertinent topics.
- Mini-Cases: The text includes several mini-cases which help students to apply chapter concepts.
- “Misperception” and “Reality” Checkpoints: Throughout each chapter, correcting common misunderstandings as they serve to reinforce chapter content.
- “Questions to Consider,” and “Actions”: The end of each chapter includes application questions and brief but effective experiential exercises that can be assigned to students outside of class or in groups.
- International Features: These features include an international view of the content of many chapters, such as legislation, individuals or groups and their experiences, and country comparisons.

CONTENTS:

1. Introduction to the Study of Diversity in Organizations.
2. Legislation.
3. Theories and Thinking about Diversity
4. Blacks/African Americans.
5. Latinos/Hispanics.
6. Asian Americans.
7. Whites/European Americans.
8. American Indians and Multi-racial group members.
9. Sex and Gender.
10. Religion.
11. Age.
12. Physical and Mental Ability.
13. Work and Family.
14. Weight and Appearance.
15. Sexual Orientation.
16. International Diversity/Facing the Future.

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ENTREPRENEURSHIP



New Edition!

IE

CORPORATE INNOVATION & ENTREPRENEURSHIP, 3E

Michael H. Morris, Syracuse University; Donald F. Kuratko, Indiana University - Bloomington

CORPORATE INNOVATION & ENTREPRENEURSHIP, 3E, International Edition is a comprehensive, one-of-a-kind text for the emerging business arena of entrepreneurship and innovation. Built on years of research and experience, this unique text employs a clear and informative how-to approach and features sections and chapters organized according to a summary model of the corporate entrepreneurship process. A professional format and look make the text especially appealing and appropriate for sophisticated readers and experienced business professionals. This groundbreaking text fulfills a real business need, because many executives consider entrepreneurial behavior a key to sustaining their companies’ competitive advantage, but few possess genuine knowledge of the subject or understand how to apply it. The Third Edition of CORPORATE INNOVATION & ENTREPRENEURSHIP, International Edition provides detailed, actionable answers to the “what,” “how,” “where,” and “who” questions surrounding corporate entrepreneurship in today’s dynamic business environment.

NEW TO THIS EDITION:

- The Third Edition includes extensive new and updated content on key topics, including the forms corporate entrepreneurship can take, entrepreneurship at different levels of management, entrepreneurial strategy, entrepreneurship in nonprofit and public organizations, and more.
- The text presents interesting new material reflecting the latest research and trends in a variety of areas, including the reasons firms engage in corporate venturing, associations between these motives and venture performance, “best practices” of innovative companies, reward systems and their role in corporate innovation, and how to deal with failed innovation projects.
- Abundant new insights throughout the text help students understand essential aspects of entrepreneurship and innovation, including how to manage entrepreneurship and overcome obstacles to entrepreneurial behavior in established organizations; how human resource management systems, organizational structure, culture, and control systems must complement one another to foster innovation; and the importance of a sound technology strategy.
- New tools and discussions help students to explore relevant business theory and its practical, real-world applications, including organizing resources to support entrepreneurial initiatives, managing corporate venture capital investments, and conducting an entrepreneurial health audit within an organization.

- The current edition features an updated approach to several topics based on reader feedback, including a streamlined treatment of how to measure and monitor companies' levels of entrepreneurship, a new guide to putting together a corporate venture plan, and 15 new or revised "Innovator's Notebook" features, with examples of corporate entrepreneurship in practice and associated discussion questions.

FEATURES:

- The popular "Innovator's Notebook" feature describes successful strategies employed by actual corporations to support entrepreneurship, providing students with interesting and highly relevant real-world examples to reinforce the chapter material.
- The experienced author team uses an engaging, reader-friendly style while providing detailed, actionable answers to the "what," "how," "where," and "who" questions related to entrepreneurship strategies and innovation practices.
- In addition to traditional entrepreneurship, the text features coverage of new business development within existing organizations, as well as alternative forms of corporate venturing and innovation and how they work together, giving students a broad-based perspective to prepare them for success in today's diverse business climate.
- A highly effective organizational structure, with chapters and sections based on a summary model of the corporate entrepreneurship process, makes it easy to develop an effective course plan and pace while introducing students to the exciting, emerging field of corporate entrepreneurship

CONTENTS:

1. The Entrepreneurial Imperative in Established Organizations. 2. How Corporate Entrepreneurship Differs. 3. Capturing the Entrepreneurial Orientation of the Firm. 4. How Entrepreneurship Takes Different Forms. 5. Entrepreneurship in Non-Profit and Government Organizations. 6. Corporate Strategy and Entrepreneurship. 7. Structuring the Company for Entrepreneurship. 8. The People Factor I: Fostering Creativity within Organizations. 9. The People Factor II: Human Resources Management. 10. Building Cultures to Support Entrepreneurship. 11. Designing Entrepreneurial Control Systems. 12. Leading the Entrepreneurial Organization. 13. Forces Working Against Corporate Entrepreneurship. 14. Measuring Entrepreneurial Performance. 15. Sustaining the Entrepreneurial Company in the Twenty-first Century.

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ENTERPRISE!
(WITH BIND-IN PRINTED ACCESS CARD)



William B. Gartner, Clemson University; Maureen Bellamy

Give your students a new mind-set, strong skills, and the power to make things happen as you introduce entrepreneurship and small business management with the unique approach found only in Gartner/Bellamy's ENTERPRISE, INTERNATIONAL EDITION. The book clearly demonstrates how every individual can be an entrepreneur or enterpriser. The authors purposefully replace potentially intimidating words such as "entrepreneur" and "manager" with "enterprise" and "enterpriser." The text encourages readers to think of themselves as enterprisers—those who take initiative to organize a project despite complications or risks. This unique text moves beyond most entrepreneurship texts that focus simply on getting into business. Instead, the book explores a variety of topics using three levels of analysis—the person, business, and environment. The text emphasizes both the many ethical issues enterprisers face day-to-day as well as the numerous global opportunities.

FEATURES:

- Emphasis on basics in early chapters provides solid foundation and skills for success: The initial chapters within this unique book emphasize a basic approach to the world of enterprise and entrepreneurship, giving students the solid understanding to move ahead. Chapter 3, in particular, focuses on the most critical activities for today's enterprisers.
- Enterprisers' Video Cases bring actual enterprise experiences to life: Dynamic, memorable Enterprisers' Video Cases in every chapter with corresponding Discussion Questions demonstrate, first-hand, how actual entrepreneurs apply and benefit from the Enterprise Model.
- "Enterprising Ethics" and "An Enterprising World" features emphasize today's challenges and global opportunities: Intriguing "Enterprising Ethics" and "An Enterprising World" boxes throughout the text keep a consistent emphasis on the ethical issues and global possibilities confronting and reshaping the role of today's enterpriser and enterprises.
- Unique topics examine what it takes to become an enterpriser: Numerous chapters within this book, such as Discovering Opportunities (Chapter 6), Feasibility (Chapter 7), and The Enterprising Mind (Chapter 12), delve into the heart of what it takes in today's business world to become a successful entrepreneur.
- Variety of exercises and Web applications put concepts into practice: Engaging cases and hands-on exercises and applications, such as "Applying What You've Learned" and "Enterprisers on the Web," give students plenty of exciting opportunities to put the book's concepts into practice.
- Hands-on exercises and Web applications put concepts into practice: Engaging cases and hands-on exercises and applications, such as "Applying What You've Learned" and "Enterprisers on the Web," give you numerous opportunities to put the concepts you have learned into practice.

CONTENTS:

1. Enterprise: Creating a Framework for Success. 2. Enterprisers. 3. Enterprising Fundamentals. 4. What Is an Enterprise? 5. The Legal and Regulatory Environment of Business. 6. Discovering Opportunities. 7. Feasibility. 8. Business Plans and Planning. 9. Pathways to Enterprise Creation. 10. Purchasing a Business. 11. Franchising. 12. The Enterprising Mind. 13. Branding and Marketing: Refining and Telling the Enterprise's Story. 14. Sales, Place, Price, and Service: Engaging Your Customers. 15. Finding Resources. 16. Monitoring Financial Resources. 17. Managing People. 18. Managing the Enterprise. 19. Personal and Business Transition. 20. Creating and Growing the Social Enterprise.

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ENTREPRENEURSHIP

Dr. David Stokes, University of Kingston; Nicholas Wilson, King's College London; Martha Mador, University of Kingston

Introducing a major new resource for modern entrepreneurship courses, Entrepreneurship unpacks the theory and practice of enterprise for students, revealing its capabilities and limitations, the processes and the skills, to provide the complete introduction for today's courses. The text employs a flexible 3-part structure – starting with entrepreneurship as a process, the entrepreneur as a person, and finally how entrepreneurs create value – to acknowledge that entrepreneurship unfolds in a wide range of diverse contexts. Reflecting the rapid growth of the course and the accompanying pressures on lecturers and students, the highly experienced author team deploy a comprehensive pedagogical framework throughout every chapter accompanied by a full set of online lecturer support materials, while a unique set of integrative cases prepared by international academics help consolidate key themes and learning objectives.

FEATURES:

- Coverage of hot topics such as social entrepreneurship, creativity, innovation, and risk management, within broader coverage of core areas such as the properties of entrepreneurship, managing enterprise and creating value
- A consistent pedagogical framework built around clear chapter learning objectives, including such features as “Entrepreneurship in Action” and “When Things Go Wrong” boxes
- Preview and closing cases in every chapter to show students real world issues, while longer integrative cases draw on the global expertise of academics from institutions such as Tilburg University, the University of Sheffield, Stellenbosch University, and Manchester Metropolitan University Business School

CONTENTS:

Part 1: In search of entrepreneurship. Chapter 1: The search for entrepreneurship. Chapter 2: The properties of entrepreneurship. Chapter 3: Entrepreneurship and innovation. Chapter 4: Entrepreneurship and the economy. Chapter 5: Entrepreneurship in context. Chapter 6: The life cycle of entrepreneurship. Part 2: In search of the entrepreneur. Chapter 7: The search for the entrepreneur. Chapter 8: Entrepreneurs and managing creativity. Chapter 9: Entrepreneurial networking. Chapter 10: Entrepreneurial decision making and planning. Part 3: In search of enterprise value. Chapter 11: Entrepreneurial marketing. Chapter 12: The creation and protection of knowledge. Chapter 13: The entrepreneurial team. Chapter 14: Entrepreneurial business models and processes. Chapter 15: Entrepreneurial finance.

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ENTREPRENEURSHIP, 4E

Ideas in Action (with CD-ROM)

Cynthia Greene, Marietta, GA

ENTREPRENEURSHIP: IDEAS IN ACTION 4E provides students with the knowledge needed to realistically evaluate their potential as a business owner. As students complete the chapters, they can develop a business plan and learn what it takes to be a successful entrepreneur and how to get an entrepreneurial venture off to a good start. Market research, budgeting, selecting a business location, and financing the business are covered using real-life examples that they can relate to. Based on real-life experiences of teenage entrepreneurs, the text teaches critical-thinking skills by using relevant activities.

NEW TO THIS EDITION:

- Winning Edge: Get students prepared for BPA, DECA, and FBLA competitive events.

FEATURES:

- In this revised edition coverage of a business plan is introduced earlier in the text and includes Build Your Business Plan Project activities that help students develop a complete business plan by the end of the text.
- Student CD packaged with every text includes activities and a business plan template.
- What Would You Do? activities found in every chapter help students learn the importance of understanding ethics in relation to today’s business world.
- Focus on Small Business feature introduces and reinforces concepts covered in each lesson for better comprehension.
- Develop Your Reading Skills, found in the margins of the text, gives students questions to think about as they are reading the chapter to better understand the relevance of the information they are reading.
- Sharpen Your (Entrepreneurial, Teamwork, Leadership, Technology) Skills offers skill-building information with questions that help encourage critical-thinking.

- More in-depth coverage of financing and marketing a business and the addition of real-world connections add student interest and help tie chapter content to the real world.
- Added focus on career preparation with the addition of Career Clusters increases the emphasis on career investigation and encourages students to start thinking about a career choice.
- Student CD packaged with every text includes Activity Masters (include research opportunities, creative writing exercises, and more), Search for the Entrepreneur activities using Gale’s Biography Resource Center and the “Build a Business Plan” template, adding abundant value to the text/CD package.

CONTENTS:

Part 1. EXPLORE ENTREPRENEURSHIP.1. All about Entrepreneurship.2. Is Entrepreneurship Right for You?3. Exploring Ideas and Opportunities.4. Problem Solving for Entrepreneurs. Part 2. ENTREPRENEURS IN A MARKET ECONOMY.1. Entrepreneurs Satisfy Needs and Wants.2. How Economic Decisions Are Made.3. What Affects Price? Part 3. DEVELOP A BUSINESS PLAN.1. Why a Business Plan Is Important.2. What Goes into a Business Plan?3. How to Create an Effective Business Plan. Part 4. IDENTIFY AND MEET A MARKET NEED.1. Identify Your Market.2. Research the Market.3. Know Your Competition. Part 5. MARKET YOUR BUSINESS.1. Develop the Marketing Plan.2. The Marketing Mix--Product.3. The Marketing Mix--Price. Part 6. DISTRIBUTION, PROMOTION, AND SELLING.1. The Marketing Mix--Distribution.2. The Marketing Mix--Promotion.3. Selling and Promoting. Part 7. SELECT A TYPE OF OWNERSHIP.1. Legal Issues Related to Business Ownership.2. Choose a Legal Form for a Business.3. Intellectual Property. Part 8. LOCATE AND SET UP FOR BUSINESS.1. Choose a Location.2. Obtain Space and Design the Physical Layout.3. Purchase Equipment, Supplies and Inventory. Part 9. FINANCIAL MANAGEMENT.1. Finance a Business.2. Accounting.3. Manage the Finances. Part 10. INFORMATION MANAGEMENT.1. Required Records for a Business.2. Technological Applications for a Business.3. Information Acquisition. Part 11. OPERATIONS MANAGEMENT.1. Business Systems.2. Channel Management.3. Purchasing/Procurement.4. Daily Operations. Part 12. RISK MANAGEMENT.1. Insure against Business Risks.2. Insure against Financial Risks. Part 13. STRATEGIC MANAGEMENT.1. Plan for the Future.2. Control the Business.3. Lead the Business. Part 14. HUMAN RESOURCE MANAGEMENT.1. Organizing.2. Staffing.3. Controlling.

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ENTREPRENEURSHIP, 2E **IE**

*Robert A. Baron, Rensselaer Polytechnic Institute;
Scott A. Shane, Case Western Reserve University*

Current, comprehensive, and cutting edge, ENTREPRENEURSHIP: A PROCESS PERSPECTIVE, 2e equips potential entrepreneurs with the tools and insight for success. With solid theory and relevant examples, this thorough resource covers the entire process of building a business. Seasoned instructors and entrepreneurial authorities, Professors Baron and Shane deliver a practical, applied process approach with a multidisciplinary perspective, drawing on knowledge from the studies of economics, psychology, and other areas. The book begins with recognizing opportunity and building a team, and then moves through assembling finances, the business plan, legal issues, marketing, growth, and exit strategies. Rather than getting bogged down in excessive discussions of theory, Baron and Shane use real-world examples to illustrate how students can apply chapter concepts to their own business ventures.

NEW TO THIS EDITION:

- NEW! End-of-Chapter Cases: Short cases, prepared by Ross Stapleton-Gray, now appear at the end of each chapter. These cases illustrate major points

in the text very clearly by using short but highly focused examples, many of which are adapted from recent articles in such publications as *The Wall Street Journal*. Cases include their own discussion questions, and answers are provided in the Instructor's Manual.

- NEW! "Qualifying Common Sense" Boxes: Included in every chapter, this innovative new feature provides practical, applied examples of how common ideas about entrepreneurship may be misleading or completely false, helping students distinguish between assumption and fact. Common myths explored include "Big companies are plodding dinosaurs and new ventures can often run circles around them," "Being first to market is always a big advantage," "Opening a franchise is a safe way to become an entrepreneur," "Going public should be every entrepreneur's dream," and more.
- NEW! Law Chapter: Chapter 8, "Legal Issues Relating to New Ventures: Protecting Your Reputations, Your Assets, and Your Ideas" covers all major legal concerns in one chapter, helping students understand the complex links between the various issues. It includes discussion of noncompete agreements and founders' agreements, the legal form of new ventures, intellectual property, business contracts, legal aspects of franchising, and more.
- NEW! Growth Chapter: The new chapter 11, "Preparing for and Attaining Growth: Strategies for Building Lasting Success" is paired with chapter 12, "Managing New Ventures For Growth". The chapters deal with the issue of growth--a central concept in the field of entrepreneurship--dealing first with the strategy side of growth and then covering the management skills entrepreneurs need to obtain high growth and success. The chapters equip students with an excellent overview of the key elements of this critical process.

FEATURES:

- Comprehensive Coverage: Giving students a thorough understanding of all that entrepreneurship encompasses, *ENTREPRENEURSHIP: A PROCESS PERSPECTIVE, 2e* describes the entire process required to conceive and build a business. The book begins with recognizing opportunity and building a team, and then moves through assembling finances, the business plan, legal issues, marketing, growth, and exit strategies.
- Innovative Approach: The book takes a unique multidisciplinary perspective, drawing on knowledge from the studies of economics, psychology, and other areas. This not only makes for a more interesting read for students, but it also equips them with more realistic expectations of the required skills of real-world entrepreneurship.
- Danger! Pitfall Ahead!™: These popular sections offer practical examples of the potential challenges and stumbling blocks entrepreneurs face. The features--which are virtually all new for the second edition--include such topics as "Enter Mature Industries At Your Own Peril", "Too Much Invested to Quit: The Potentially Devastating Effects of Sunk Costs", "The Noncompete Agreements You Sign Today May Well Come Back to Haunt You Tomorrow", "The Danger of Undirected Growth", "Conflicts Can Be Costly--Even to CEOs", "The Costs of Negotiating to Win--Watch Out for the 'Ankle-Biters'", and more.
- Study Tools: *ENTREPRENEURSHIP* is filled with features to ensure students fully understand chapter concepts. Chapter opening learning objectives--which make each chapter's goals clear and consistent from the beginning--are repeated in margins throughout the chapter as they are covered. Also reinforcing chapter content are the Key Points summaries that follow major sections, as well as end-of-chapter summaries, glossary definitions, and discussion questions. In addition, "Getting Down to Business" exercises ask readers to apply chapter concepts to real-world business situations or plans.

CONTENTS:

Part One: *ENTREPRENEURSHIP: WHO, WHAT, WHY?* 1. Entrepreneurship: A Field, An Activity-- And a Way of Life. 2. Entrepreneurial Activities: Their Origins, Forms, and Suitability for New Ventures. 3. Cognitive Foundations of Entrepreneurship: Creativity and Opportunity Recognition. Part Two: *ASSEMBLING THE RESOURCES.* 4. What Entrepreneurs Needs to Know Before They Start: Acquiring and Interpreting Information about Markets, Competitors and Government. 5. Assembling the Team: Acquiring and Utilizing Essential Human Capital. 6. Financial Resources for New Ventures: How to Get Them, How to Manage Them. 7. Writing an Effective Business Plan: Building a Roadmap to

Success. Part Three: *LAUNCHING THE NEW VENTURE.* 8. Legal Issues Relating to New Ventures - At Start-up and Afterward. 9. Marketing in a New Venture. 10. Strategy: Planning for Competitive Advantage. Part Four: *RUNNING THE BUSINESS: BUILDING LASTING SUCCESS.* 11. Preparing for and Attaining Growth: Strategies for Building Lasting Success. 12. Managing New Ventures for Growth. Part Five: *HARVESTING THE REWARDS.* 13. Exit Strategies for Entrepreneurs: The Concluding Act.

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ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, ASIA-PACIFIC EDITION, 2E

Howard H Frederick, Deakin University; Donald F Kuratko, Indiana University - Bloomington; Richard M Hodgetts, Florida International University

Covering foundations of entrepreneurship and new venture creation for the Asia-Pacific entrepreneur, *Entrepreneurship: Theory, Process and Practice, Second Edition* combines a solid theoretical foundation with a practical step-by-step approach to the process of entrepreneurship. It places a unique emphasis on developing a business idea, encouraging students to think like successful entrepreneurs.

In an era where balancing economic development with environmental protection has become an increasing priority, this second Asia-Pacific edition integrates theories of sustainable and environmental entrepreneurship. Alongside established topics ranging from planning and finance to cultural and legal issues, students will also learn entrepreneurial practices that integrate sustainability and lead to commercial and economic success.

NEW TO THIS EDITION:

- NEW part-ending cases relate entrepreneurship theory to the real world
- NEW chapter 3: The Environment, the Economy and Entrepreneurship examines contemporary challenges for entrepreneurs and introduces the theme of environmental entrepreneurship, which is carried throughout the text
- NEW comprehensive Business Plan gives you a hands-on experience with the challenges of a start up venture
- NEW Search me! business - A six-month subscription to Search me! Business is included with this text. Fast and convenient, this resource provides you with 24-hour access to full-text articles from hundreds of scholarly and popular periodicals. Use the Search me! Business keywords listed at the end of each chapter to explore topics further and find current references

FEATURES:

- Entrepreneurial Edge boxes share the personal stories of real entrepreneurs to illustrate conceptual material
- Entrepreneurship in Practice boxes provide tips, insights and interesting facts about entrepreneurship
- Review and discussion questions help confirm key concepts
- Experiential exercises test your entrepreneurial skills
- Case studies provide real-world examples to aid understanding of entrepreneurship
- Recommended Harvard Business School Cases have been thoroughly updated to take entrepreneurship studies beyond the confines of the textbook

CONTENTS:

Part One: The Environment for Entrepreneurship in the Asia-Pacific. 1. Entrepreneurship: Evolution and Revolution. 2. The Entrepreneurial Mindset. 3. The Environment, the Economy and Entrepreneurship. 4. Ethical, Environmental

and Social Entrepreneurship. Part Two: Initiating Entrepreneurial Ventures. 5. Innovation: The Creative Pursuit of Ideas. 6. Pathways to Entrepreneurial Ventures. 7. Legal and Regulatory Challenges for Entrepreneurial Ventures. 8. Sources of Capital for Entrepreneurial Ventures. Part Three: Developing the Entrepreneurial Plan. 9. Assessment and Commercialisation of Entrepreneurial Opportunities. Appendix to Chapter 9: Feasibility Plan Outline. 10. Marketing Challenges for Entrepreneurial Ventures. 11. Measuring Performance for Entrepreneurial Ventures. 12. Developing a Sustainable Business Plan. Part Four: Growth Strategies for Entrepreneurial Ventures. 13. Strategic Entrepreneurial Growth. 14. Global Opportunities for Entrepreneurs. 15. Entrepreneurial Families: Succession and Continuity. 16. Developing Entrepreneurship within Organisations Business Plan.

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INTRODUCTION TO ENTREPRENEURSHIP, 8e

Donald Kuratko, Indiana University - Bloomington; Richard Hodgetts, Florida International University

Learn the true process of a successful entrepreneur with INTRODUCTION TO ENTREPRENEURSHIP, 8e International Edition! Presenting the most current thinking in this explosive field, this renowned entrepreneurship text provides a practical, step-by-step approach that makes learning easy. Using exercises and case presentations, you can apply your own ideas and develop useful entrepreneurial skills. Cases and examples found throughout the text present the new venture creations or corporate innovations that permeate the world economy today. This book will be your guide to understanding the entrepreneurial challenges of tomorrow.

NEW TO THIS EDITION:

- New organization: The text has been streamlined to 15 chapters covering the topics in more depth. New chapters: Chapter 4 (The Social and Ethical Perspectives of Entrepreneurship); Chapter 5 (Creativity and Innovation); Chapter 6 (Methods to Initiate Ventures); and Chapter 13 (Strategic Growth in Entrepreneurship). Each part of the text contains chapters that specifically address these pertinent concepts of entrepreneurship.
- New Global Entrepreneurship boxes: To emphasize the global nature of entrepreneurship, the authors include in each chapter special features ("The Global Perspective") illustrating specific international issues in the context of the entrepreneurial environment. They range from the NAFTA negotiations (Chapter 1) to the perils of marketing the 2008 Olympics in China (Chapter 10) to the declining value of currency in the global market (Chapter 11).
- New business plan: To give students hands-on experience developing effective business plans, this edition presents a complete business plan (in Appendix 12A to Chapter 12). Andrew F. Vincent developed the plan for national competitions while completing his MBA degree at Indiana University's Kelley School of Business. This plan was successful in the competitions and became the foundation for an actual start-up venture, DropToMe.com. Additional business plans are available on the website.
- New models and process diagrams: This edition contains the most recent models and process diagrams developed by scholars in the entrepreneurship field. Some examples include new illustrations in corporate entrepreneurship (Chapter 3); entrepreneurial ethics (Chapter 4); legal concepts (Chapter 7); venture capital (Chapter 8); strategic entrepreneurship (Chapter 13); and harvesting (Chapter 15).
- New Entrepreneurial Case Analyses: Appendix with three new Entrepreneurial Case Analyses that feature issues in social entrepreneurship (Home Boy Industries); wholesale distribution (DTG); and global energy (Energy for a Clean Planet). These cases were all based on actual instances and were published in ENTREPRENEURSHIP THEORY AND PRACTICE journal. Each case author was intimately involved with his or her respective case.

- Global Perspective boxes: New to this edition, these short illustrations present interesting entrepreneurial issues around the world to demonstrate how practicing entrepreneurs handle specific challenges from the global environment that are prevalent today.
- New references and citations: To make INTRODUCTION TO ENTREPRENEURSHIP, 8e International Edition, the most comprehensive text available, every chapter ends with a wealth of endnotes. These references have been carefully selected to provide professors and students with a thorough background on the latest research relating to the entrepreneurship material being presented. The focus here is on the "theoretical" component of entrepreneurship.

FEATURES:

- Entrepreneurial Process boxes: Boxed items throughout the text illustrate one (or more) innovative idea related to entrepreneurship. The topics range from finding an entrepreneurial niche to revealing the secrets of the entrepreneurial spirit. Each one is unique in its application to entrepreneurial activity.
- Entrepreneurship in Practice boxes: Newer and updated stories were found to illustrate one or more of the ideas presented in the chapter. The focus of these stories is the application of entrepreneurship theory in today's marketplace.
- Experiential exercises: A short exercise at the end of each chapter and comprehensive exercises at the end of most parts apply principles presented in the text material, giving students an opportunity to experience activities related to the entrepreneur.

CONTENTS:

Part 1: UNDERSTANDING THE ENTREPRENEURIAL MIND-SET.1. The Revolutionary Impact of Entrepreneurship.2. The Individual Entrepreneurial Mind-Set.3. Corporate Entrepreneurial Mind-Set.4. The Social and Ethical Perspectives of Entrepreneurship.Part 2: LAUNCHING ENTREPRENEURIAL VENTURES.5. Creativity and Innovation.6. Methods to Initiate Ventures.7. Legal Challenges in Entrepreneurship.8. The Search for Entrepreneurial Capital.Part 3: FORMULATION OF THE ENTREPRENEURIAL PLAN.9. The Assessment Function with Opportunities.10. The Marketing Aspects of New Ventures.11. Financial Statements in New Ventures.12. Business Plan Preparation for New Ventures. Part 4: STRATEGIC PERSPECTIVES IN ENTREPRENEURSHIP.13. Strategic Growth in Entrepreneurship.14. The Valuation Challenge in Entrepreneurship.15. The Final Harvest of a New Venture.

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New Edition Available in September 2011!

LAUNCHING NEW VENTURES, 5e

An Entrepreneurial Approach

Kathleen R. Allen, University of Southern California

Launching New Ventures provides tomorrow's entrepreneurs with the tools to launch a successful new business in a global marketplace. The text follows the logical development process, from initial idea through drafting of the actual business plan. The Fifth Edition represents the most current thoughts, ideas, and practices in the field of entrepreneurship. Allen focuses on the pre-start-up and start-up stages of a new business, with special emphasis on the process and activities that must take place prior to opening a new business. The student-friendly material includes real-world case studies, new venture checklists, and the advice from successful entrepreneurs and the author herself. Part One introduces the foundations of entrepreneurship and entrepreneurial opportunity

that are important to understanding the decisions that entrepreneurs make, the environment in which they make those decisions, and the tasks they must undertake before launching a new company. Part Two addresses the heart of entrepreneurial activity--the testing of a new business concept through feasibility analysis. Part Three focuses on strategy and drafting the business plan. Part Four looks at planning for growth and change in the new organization.

FEATURES:

- Chapter-opening Entrepreneur Profiles provide real-life examples to illustrate the application of chapter concepts and inspire students. Shorter profiles throughout the text keep the focus on practical applications.
- Global Insights and Socially Responsible Entrepreneurship boxed inserts highlight companies and organizations that have taken a global or socially responsible approach to entrepreneurship.
- New! Two Case Studies--Command Audio (commercialization of an invention) and MySpace--expand the types of businesses and definition of entrepreneur presented in the text. All cases are followed by discussion questions.
- Sidebars in the text's margins offer quick tips and interesting anecdotes.
- The New Venture Checklist serves as a reminder of the tasks that need to be completed at particular stages of the entrepreneurial process.
- Chapter-closing Issues to Consider questions promote classroom discussion.
- Experiencing Entrepreneurship activities at the end of each chapter provide students an opportunity to become involved in entrepreneurial activities and meet entrepreneurs in an industry of interest.

CONTENTS:

1. Understanding Entrepreneurship Profile. 2. Preparing for the Entrepreneurial Journey. 3. Recognizing and Creating Opportunity. 4. Developing a Business Model. 5. Conducting a Feasibility Analysis. 6. Analyzing the Industry and Market. 7. Analyzing Product/Service Risks and Benefits. 8. The Founding Team. 9. Analyzing Start-up Financials. 10. Constructing an Effective Business Plan. 11. Choosing the Legal Form of Organization. 12. Incorporating Ethics and Social Responsibility into the Business. 13. Designing an Entrepreneurial Organization. 14. Managing Operations. 15. Developing an Entrepreneurial Marketing Plan. 16. Funding a Start-up Venture. 17. Funding a Rapidly Growing Venture. 18. Planning for Growth. 19. Planning for Change.

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SAKAE! COOKING UP A GLOBAL FOOD BUSINESS

William Koh,
National University of Singapore



Despite having no prior experience or knowledge of the food business, Douglas Foo redirected Apex-Pal's business from the garment to the food and beverage industry with remarkable success. In the process, he grew Sakae Sushi (the leading brand at Apex-Pal, among many others) from one outlet in 1997 to the current 80 outlets worldwide, covering 12 major cities in 7 countries around the world.

This book provides an insight into Douglas Foo's leadership motivation and drive and his passion to grow Apex-Pal. It helps the reader understand how early childhood upbringing can influence a person's leadership style years later. It also looks at the importance of human resource management where recruiting the right people, placing them at the right place and letting them grow are critical

elements in growing a business.

FEATURES:

- Relevant background information on the CEO of Apex-Pal provided to enhance understanding of his leadership philosophies.
- Key features of the organisational structure of Apex-Pal given to show alignment between strategy and structure.
- Critical components of HR practices that support the company's growth strategy revealed.
- Expansion into Russia used as a prototype of the company's global expansion strategy
- Detailed analysis of the CEO's leadership style that facilitated Apex-Pal's growth

CONTENTS:

List of Tables and Figures. Acknowledgements. Preface. 1. Introduction: Company Background. 2. Expansion into Russia. 3. Organisational Structure and Design. 4. HR Policies, Practices and Strategies. 5. Leadership at Apex-Pal. 6. Marketing Apex-Pal. 7. Conclusion: Financial Position of Apex-Pal. Appendix A. Appendix B. Bibliography.

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SUCCESSFUL BUSINESS PLANNING FOR ENTREPRENEURS (WITH CD-ROM)

Jerry Moorman, Mesa State College; James W. Halloran, Wesleyan College

Successful Business Planning for Entrepreneurs differs in approach from traditional college texts that are highly theoretical. This text contains activities and features in which student participation in discussions and group activities is encouraged. The sequencing of chapters and units are designed to closely adhere to the Small Business Administration suggested business plan outline.

FEATURES:

- Ethics for Entrepreneurs: This feature presents a situation in which an ethical decision is needed.
- The Global Entrepreneurs: This section provides information about international business for small business.
- Ships in a Bottle: This ongoing case enhances the principles in each chapter.
- A Case in Point: This highlight provides an example case to illustrate the concepts.
- Fun Facts: This feature offers interesting facts about small business.
- Small Business Technology: This section describes new technology that is useful for small businesses.

CONTENTS:

Unit 1 Entrepreneurship and You. 1. You as an Entrepreneur. 2. Plan the Small Business. 3. Purchase an Existing Business or Franchise. 4. Legal Requirements. Unit 2 Small Business Research. 5. Develop the Marketing Plan. 6. Conduct the Industry Analysis. 7. The Competitive Analysis. 8. Decide on Location and Facilities. Unit 3 Market the Small Business. 9. Get to Know Your Customers. 10. Pricing. 11. Promotional Activities. 12. E-Entrepreneurship. Unit 4 Manage and Finance the Small Business. 13. Human Resource Management. 14. Building a Financial Plan. 15. Analysis of Financial sources. 16. Management Control Tools. Appendix: Small Business Assistance.

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THE TOP TOAST: YA KUN AND THE SINGAPORE BREAKFAST TRADITION

William Koh, National University of Singapore



The Top Toast looks at how Adrin Loi took his father's business from a street corner coffee stall, and turned it into a household name in Singapore. From a single outlet at Far East Square in 1998, Ya Kun Kaya Toast now has 32 branches located throughout Singapore, and has also expanded to regional territories such as Taiwan, Japan, Korea, Indonesia and Vietnam. This book gives the reader an insight into Adrin Loi's leadership motivation and drive, and his passion to grow Ya Kun International. It also looks at the importance of human resource management in growing a company, and having the right organisational structure and culture to support business growth. Finally, the book examines the strategic choices that confront a small business. Unlike an MNC that can compete in any market by selling the same product, Ya Kun has to choose its products carefully, select its battlefield with wisdom and grow strategically.

FEATURES:

- Background information on the Executive Chairman of Ya Kun provides an in-depth understanding of his leadership philosophies.
- Organisational structure and culture of Ya Kun are examined to show how its structure and culture support its growth.
- Critical components of HR practices that support the company's growth strategy are revealed.
- Detailed analysis of the CEO's leadership style that facilitated Ya Kun's growth.
- Franchising method at Ya Kun is analysed as a key method of growth.

CONTENTS:

1. Introduction.
2. Strategic Planning and Competitive Advantage.
3. Organisational Structure and Design.
4. Organisational Culture.
5. Human Resource Management.
6. Leadership.
7. Franchising Strategy.

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FAMILY BUSINESS

FAMILY BUSINESS, 3E **IE**

Ernesto J. Poza, Thunderbird University

FAMILY BUSINESS, 3e, INTERNATIONAL EDITION provides the next generation of family business owners with the knowledge and skills needed for the successful management and leadership of the family enterprise. The author, Ernesto Poza, uses both text and cases to explore a diverse set of family firms, examining the interrelationships between the owners, the family, and the management team. FAMILY BUSINESS, 3e, INTERNATIONAL EDITION at its core, is a practical book that presents management and family practices to model success as well as an honest look at the advantages and challenges facing family enterprises. With an emphasis on leadership and positioning for the future, FAMILY BUSINESS, 3e, INTERNATIONAL EDITION illustrates how the family enterprise can achieve sustained growth and continuity through generations.

NEW TO THIS EDITION:

- Revealing new statistics and research findings with significant implications for family business management.
- An expanded treatment of the truly idiosyncratic approach to strategic planning by family firms, including recognition of the concurrent influence of individual, family and industry cycles and the need for parallel family and business planning.
- An entirely new chapter on financial matters including: communicating through accounting, business valuation, responsible shareholder education, financial measures that matter, the importance of cash flow management, the advantage created by patient family capital and the need for liquidity options.
- More engaging decision-making cases where the reader is asked to assume the role of the CEO or successor and make those large fact-based calls.
- A larger number of short small family business case studies for the many readers who come from SMEs.
- More comprehensive global treatment of the world of family business, leveraging the unique resources of The Thunderbird School of Global Management.
- And finally, a new and improved organization of the text leading to clear and actionable leadership initiatives and best practices in management and governance.

FEATURES:

- Scholarly, Yet Accessible: Rooted in theory, research, and practice, FAMILY BUSINESS, 3e, INTERNATIONAL EDITION goes beyond traditional textbooks by not only fostering understanding of family business theory and family dynamics but also exploring the subject with a managerial action orientation. Yet the high-level material is presented in an understandable, accessible way.
- Forward Looking: FAMILY BUSINESS, 3e, INTERNATIONAL EDITION looks at the firm across generations and provides strategic insights for positioning the firm for future growth.
- Leadership Orientation: The critical leadership tasks for family businesses receive comprehensive treatment and the role and importance of leadership is introduced early in the text.
- Practical Exercises: End-of-chapter exercises draw on actual tools used to coach family businesses to higher levels of performance.
- Real Cases: There are numerous family business cases appearing throughout the text. These cases feature a diverse array of industries, firm sizes, regions, leaders and challenges.

CONTENTS:

- Part I: THE FAMILY BUSINESS: WHAT MAKES IT UNIQUE? 1. The Nature, Importance, and Uniqueness of Family Business. 2. Great Families in Business: Building Trust and Commitment. 3. Ownership of an Enterprise Built to Last. Case 1. The Bingham and the Louisville Courier-Journal Companies. Case 2. Small Family Business: Power Play at the Inn. Case 3. The Ferré Media Group. Case 4. Small Family Business: "She'll Always Be My Little Sister". Case 5. The Vega Food Company. Part II: LEADERSHIP IMPERATIVES FOR THE FAMILY AND BUSINESS: SUCCESSION AND CONTINUITY. 4. Succession: Continuing Entrepreneurship and the Next Generation. 5. Succession and the Transfer of Power. Case 6. Sigma Motion, Inc. Case 7. Small Family Business: The Ambivalent CEO of the Construction Company. Case 8. Small Family Business: Borrowing to Grow at Andrews Company. Case 9. Small Family Business: Adams Funeral Homes: Deciding on the Successor. Case 10. Fasteners for Retail: A Question of Succession (Part A). Case 11. Ferré Media Group (Part B). Case 12. Cousins Tournament. Part III: BEST PRACTICES FOR THE MANAGEMENT AND GOVERNANCE OF THE FAMILY BUSINESS. 6. Creating the Strategy. 7. Planning the Estate. 8. Financial Considerations Unique to Family Businesses. 9. Key Nonfamily Management: The Visible Commitment to Managing the Family Business Professionally. 10. Family Business Governance: Advisory Boards and Boards of Directors. 11. Family Communication: Family Meetings, Family Councils, and Family Offices. 12. Change and Adaptation: The Future of Family Business. 13. Continuing the Spirit of Enterprise: Lessons from Centennial Family Companies. Case 13. Reliance Industries: Governance in the Face of Sibling Rivalry (Part A). Case 14. Small Family Business: The Son-in-Law. Case 15. Small Family Business: The New MBA. Case 16. Small Family Business: Real Estate Development Partners,

Inc. Case 17. Small Family Business: GlassKing Distributor Company. Case 18. Reliance Industries (Part B). Endnotes. Index.

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HUMAN RELATIONS



New Edition!

IE

HUMAN RELATIONS, 7E

Barry L. Reece, Virginia Polytechnic Institute and State University; Rhonda Brandt, Ozarks Technical Community College

This edition of Human Relations: Principles and Practices continues to focus on the immediate personal application of human relations principles and practices. In addition to incorporating the authors' innovative "Total Person" approach toward the field, the Sixth Edition includes an increased emphasis on issues of diversity, presenting a broad range of characteristics that affect relationships on the job and ways to achieve insight when dealing with a wide-range of people related problems. The updated pedagogy includes strategically placed exercises that encourage teamwork and group problem-solving techniques, first-person advice from respected writers, educators, and business leaders, opening vignettes featuring prominent individuals in real-world situations, and "Career Corner" sections that provide practical solutions to common human relations problems.

NEW TO THIS EDITION:

- **NEW CASES OPEN AND CLOSE EACH CHAPTER:** These distinct, in-depth introductory and concluding cases for each chapter create a cohesive, engaging framework for the content within each chapter. This integrated structure within each chapter encourages students to consider the comprehensive "big picture" in today's business world with a wealth of examples that reinforce concepts.
- **REVISED "TRY YOUR HAND" ACTIVITIES ENCOURAGE IN-DEPTH PRACTICE AND THINKING:** These fresh end-of-chapter activities encourage students to delve deeper into chapter concepts and now apply more critical thinking skills to the challenges.
- **NEW AND REVISED "YOU PLAY THE ROLE" EXERCISES POSITION STUDENTS FOR HR SUCCESS:** New scenarios and engaging role-play exercises throughout this edition provide hands-on experience for students to practice the concepts learned in the chapter.
- **NEW "HUMAN RELATIONS IN ACTION" FEATURES OFFER PRACTICAL TIPS FOR BUSINESS SUCCESS:** New "Human Relations in Action" emphasize "how to" tips and practical, memorable examples from real organizations and businesses

FEATURES:

- INCREASED FOCUS ON CRITICAL THINKING PREPARES STUDENTS FOR

TODAY'S HR CHALLENGES: Throughout this edition's student-friendly practical applications, the authors have increased the emphasis on developing critical thinking skills. Revised "Thinking/Learning/Doing" exercises ask students to apply critical thinking to specific HR challenges.

- **EXERCISES EQUIP STUDENTS WITH PRACTICAL SKILLS FOR SUCCESS IN TODAY'S BUSINESS WORLD:** This market-leading text emphasizes effective communication and encourages self-development for future and current professionals. Contemporary insights into handling a wide range of people-related problems help students refine relationship skills. Students also develop effective strategies to resolve work/life tensions.
- **CONCEPTS APPEAR IN ACTUAL REAL-WORLD CONTEXT:** Updated pedagogical tools and proven learning features throughout this edition reflect the authors' commitment to providing a real-world context for concepts.
- **"TOTAL PERSON INSIGHTS" PROVIDE PROFOUND ADVICE FROM RESPECTED PROFESSIONALS:** Twenty-six new brief "Total Person Insights" in this edition present thoughts, anecdotes, and advice from some of today's most respected writers, educators, and business leaders.
- **ENHANCED END-OF-CHAPTER APPLICATIONS EMPHASIZE HANDS-ON PROBLEM SOLVING AND TEAMWORK:** Fresh exercises and revised cases in this edition underscore the importance of teamwork in today's work place. "On the Job Q&A"s provide practical solutions to common human relations problem, while new Cases based on actual organizations ask students to apply chapter concepts to real situations.

CONTENTS:

1. Introduction to Human Relations.
2. Improving Interpersonal Communications.
3. Building High Self-Esteem.
4. Personal Values Influence Ethical Choices.
5. Attitudes Can Shape Your Life.
6. Developing a Professional Presence.
7. Valuing Work Force Diversity.
8. Resolving Conflict and Achieving Emotional Balance.
9. A Life Plan for Effective Human Relations.

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New Edition!

IE

HUMAN RELATIONS, 11E

Barry L. Reece, Virginia Polytechnic Institute and State University; Rhonda Brandt, Ozarks Technical Community College

Reece/Brandt/Howie's HUMAN RELATIONS, 11E, International Edition uses an organizational perspective to help students understand the disparate factors that influence employee behavior. As one of the most practical and applied texts available, HUMAN RELATIONS, 11E, International Edition incorporates hundreds of examples of real human relations issues and practices in successful companies. This edition establishes seven major themes of effective human relations — communication, self-awareness, self-acceptance, motivation, trust, self-disclosure, and conflict resolution — as the foundation for study. Self-assessments and self-development opportunities throughout the book teach students to assume responsibility for improving their personal skills and competencies.

NEW TO THIS EDITION:

- NEW “TIP OF THE ICEBERG” AND “BELOW THE SURFACE” CASES OPEN AND CLOSE EACH CHAPTER: These distinct, in-depth introductory and concluding cases for each chapter create a cohesive, engaging framework for the content within each chapter. This integrated structure within each chapter encourages students to consider the comprehensive “big picture” in today’s business world with the wealth of examples that reinforce concepts.
- NEW “INTERNET INSIGHTS” REFLECT THE LATEST ONLINE HR CONNECTIONS: Students learn how to most effectively use today’s online resources in HR with more than 16 new “Internet Insights” in this edition. These up-to-the-minute website references and exciting HR websites engage today’s students, demonstrating the value of the skills they’re learning beyond the classroom.
- REVISED “TRY YOUR HAND” ACTIVITIES ENCOURAGE IN-DEPTH PRACTICE AND THINKING: These fresh end-of-chapter activities encourage students to delve deeper into chapter concepts and now apply more critical thinking skills to the challenges.
- NEW AND REVISED “YOU PLAY THE ROLE” EXERCISES POSITION STUDENTS FOR HR SUCCESS: New scenarios and engaging role-play exercises throughout this edition provide hands-on experience for students to practice the concepts learned in the chapter.
- NEW “HUMAN RELATIONS IN ACTION” FEATURES OFFER PRACTICAL TIPS FOR BUSINESS SUCCESS: Seventeen new “Human Relations in Action” emphasize “how to” tips and practical, memorable examples from today’s real organizations and businesses.

FEATURES:

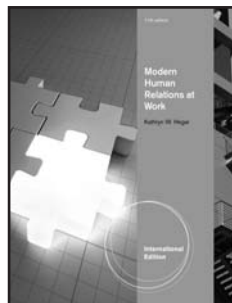
- INCREASED FOCUS ON CRITICAL THINKING PREPARES STUDENTS FOR TODAY’S HR CHALLENGES: Throughout this edition’s student-friendly practical applications, the authors have increased the emphasis on developing critical thinking skills. Revised “The Skill Development: Apply It” and fresh “Critical Thinking Challenge: Analyze It, Synthesize It or Evaluate It” exercises asks student to apply critical thinking to specific HR challenges.
- EXERCISES EQUIP STUDENTS WITH PRACTICAL SKILLS FOR SUCCESS IN TODAY’S BUSINESS WORLD: This leading text emphasizes effective communication and encourages self-development for future and current professionals. Contemporary insights into handling a wide range of people-related problems help students refine relationship skills. Students also develop effective strategies to resolve work/life tensions.
- CONCEPTS APPEAR IN ACTUAL REAL-WORLD CONTEXT: Updated pedagogical tools and proven learning features throughout this edition reflect the authors’ commitment to providing a real-world context for concepts.
- “TOTAL PERSON INSIGHTS” PROVIDE PROFOUND ADVICE FROM RESPECTED PROFESSIONALS: Twenty-six new brief “Total Person Insights” in this edition present thoughts, anecdotes, and advice from some of today’s most respected writers, educators, and business leaders.
- ENHANCED END-OF-CHAPTER APPLICATIONS EMPHASIZE HANDS-ON PROBLEM SOLVING AND TEAMWORK: Fresh exercises and revised cases in this edition underscore the importance of teamwork in today’s work place. “On the Job Q&A’s” provide practical solutions to common human relations problem, while 22 new Cases based on actual organizations ask students to apply chapter concepts to real situations.

CONTENTS:

PART I. HUMAN RELATIONS: THE KEY TO PERSONAL GROWTH AND CAREER SUCCESS. 1. Human Relations: Achieving the Relationship Edge. 2. Improving Communication for the Personal and Organizational Realm. PART II. CAREER SUCCESS BEGINS WITH KNOWING YOURSELF. 3. Communication Styles and Effective Performance. 4. Achieving the Power of High Self-Esteem. 5. How Values Influence Our Character, Integrity and Moral Development. 6. Attitudes Can Change Your Life. 7. Self Motivation and Motivating Others. PART III. PERSONAL STRATEGIES FOR IMPROVING HUMAN RELATIONS. 8. Constructive Self-Disclosure Contributes to Improved Interpersonal Relations. 9. Strategies for Achieving Emotional Control. 10. Improving Interpersonal Relations With Positive Energy. 11. The Importance of Professional Presence in Achieving Career Success. PART IV. IF WE ALL WORK TOGETHER? 12. Developing a Team-Building Leadership Style. 13. Conflict Resolution: Principles

and Practices. PART V. SPECIAL CHALLENGES IN HUMAN RELATIONS. 14. Coping with Personal and Work-Related Stress. 15. Learning to Value Work Force Diversity. 16. Challenges Facing Men and Women at Work. PART VI. YOU CAN PLAN FOR SUCCESS. 17. A Life Plan for Achieving Work/Life Balance.

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New Edition!

11E

MODERN HUMAN RELATIONS AT WORK, 11E

Richard M. Hodgetts, Florida International University; Kathryn W. Hegar, Mountain View College

With its balanced mix of theory and practice, as well as current coverage of emerging trends and topics, MODERN HUMAN RELATIONS AT WORK, 11e, International Edition is a pre-eminent textbook for introducing students and novice practitioners to the field. Author Kathryn W. Hegar provides many practical examples and techniques, as well as experiential and application-oriented exercises to show how human relations concepts and skills can increase productivity and job satisfaction in the workplace. The 11th edition’s 14 chapters are brimming with self-assessment and self-study tools. The course material flows from the human element to the work environment and then focuses on the methods and techniques for achieving an effective fit between people and organizational systems.

NEW TO THIS EDITION:

- New material addresses emerging trends and topics, including the recent economic crisis and how to manage in uncertain times. Other highlighted updates include: retired people returning to work, assisting employees with coping with problems, outsourcing, fostering employee loyalty, diversity, ethical trends, and “green” issues.
- Updated examples and cases keep the course content current. Companies highlighted include both familiar and lesser-known names, such as HP, the Waidley Company, the Coca-Cola Company, Burger King, McDonald’s, IBM, The Walt Disney Company, GM, Roxling, Inc, and Ford.
- A new end-of-chapter exercise called Connecting to the Real World keeps the course content relevant, real, and current by driving students to use the internet to develop skills.

FEATURES:

- MODERN HUMAN RELATIONS AT WORK has been logically organized and structured into a logical flow that moves from the human element to the work environment and then to methods by which to achieve an effective fit between people and organizational systems.
- In each chapter, an “In Action” box illustrates the practical application of chapter concepts. These concepts have been organized into three categories: Human Relations In Action, Cultural Diversity In Action, and Ethics and Social Responsibility In Action. All of these boxes address current issues and challenges for the future.

- Two types of self-examination exercises are included within every chapter. The “Time Out” boxes encourage readers to engage more deeply in the topics and to gain personal insights. Periodic “Check Your Understanding” exercises ensure that students comprehend the material before moving on to the next section.
- Each chapter ends with a section called Career Advisor. This valuable material will help students develop and enhance their career-building skills. Among the topics addressed are: choosing a career, finding a job, preparing a resume, interviewing, managing a career, and managing stress effectively.

CONTENTS:

Part I: INTRODUCTION. 1. The Nature of Human Relations. 2. Fundamentals of Motivation. Part II: THE SOCIAL SYSTEM. 3. Individual Behavior. 4. Group Behavior. 5. The Informal Organization. Part III: THE TECHNICAL SYSTEM. 6. Technology and People at Work. 7. Productivity and Quality Improvement. 8. Job Redesign and Job Enrichment. Part IV: The Administrative System. 9. Fundamentals of Leadership. 10. Developing, Appraising, and Rewarding Employees. Part V: BEHAVIORAL EFFECTIVENESS. 11. Communicating for Effectiveness. 12. Managing Conflict and Change. Part VI: LOOKING TO THE FUTURE. 13. Human Relations in Global Business. 14. Human Relations Challenges of the Future.

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HUMAN RESOURCE DEVELOPMENT

HUMAN RESOURCE DEVELOPMENT, 5E

Jon M. Werner, University of Wisconsin-Whitewater; Randy L. DeSimone, Rhode Island College

This comprehensive text covers the entire field of human resource development, from orientation and skills training, to career and organizational development. You'll learn how concepts and theory have been put into practice in a variety of organizations. This sixth edition of HUMAN RESOURCE DEVELOPMENT reflects the current state of the field, blending real-world practices and up-to-date research.

FEATURES:

- Learning objectives and opening questions are at the beginning of each chapter. An opening case in each chapter places the contents of the chapter into a meaningful context. A return to the opening case provides closure and shows how the chapter contents may be used to address the issues in the case.
- Illustrations, examples, and boxed inserts throughout the book help readers better assimilate the information.
- A list of key terms and concepts is at the end of each chapter, and a glossary is included at the end of the book.
- End-of-chapter discussion questions stimulate thought and provide students with an opportunity to discuss and apply the information in the chapter.
- Exercises have been included in every chapter to provide further experience in applying materials from the text, or to see how the materials relate to a real-world setting.
- HUMAN RESOURCE DEVELOPMENT, 6e International Edition covers the entire field of HRD (as defined by two different competency studies by the American Society for Training and Development), from orientation and skills training, to career development and organizational development.
- The authors provide a clear understanding of the concepts, processes, and practices that form the basis of successful HRD.
- This edition shows how concepts and theory can and have been put into

practice in a variety of organizations.

- The book focuses on the shared role of line management and human resource specialists in HRD.
- The text reflects the current state of the field, blending real-world practices and up-to-date research.

CONTENTS:

Preface. Part I: FOUNDATIONS OF HUMAN RESOURCE DEVELOPMENT. 1. Introduction to Human Resource Development. 2. Influences on Employee Behavior. 3. Learning and HRD. Part II: FRAMEWORK FOR HUMAN RESOURCE DEVELOPMENT. 4. Assessing HRD Needs. 5. Designing Effective HRD Programs. 6. Implementing HRD Programs. 7. Evaluating HRD Programs. Part III: APPLICATIONS OF HUMAN RESOURCE DEVELOPMENT. 8. Employee Socialization and Orientation. 9. Skills and Technical Training. 10. Coaching and Performance Management. 11. Employee Counseling and Wellness Services. 12. Career Management and Development. 13. Management Development. 14. Organization Development and Change. 15. HRD and Diversity: Diversity Training and Beyond. Glossary. Name Index. Subject Index.

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HUMAN RESOURCE MANAGEMENT



HR

(With Management Coursemate with ebook Printed Access Card)

Angelo S. DeNisi, Tulane University; Ricky W. Griffin, Texas A&M University

Immediately engage your students in the vibrant, exciting world of today's human resources throughout the distinctive, magazine-style pages of DeNisi/Griffin's HR. Inspired by students and refined through a faculty-approved review process with nearly 100 students and teachers, this unique book offers an engaging and accessible solution specifically designed to accommodate the diverse lifestyles of today's learners at a student-friendly price. HR weaves solid human resource principles found in traditional texts into a streamlined, riveting presentation filled with timely research and recent events, such as the latest rise in unemployment and financial problems facing the U.S. and other countries.

FEATURES:

- INNOVATIVE COMBINATION OF PRINT AND ONLINE CONTENT REFLECTS THE MOST EFFECTIVE TEACHING AND LEARNING METHODS IN HR TODAY: HR's innovative text and a wealth of accompanying multimedia teaching and learning assets were developed based on input from student focus groups and surveys as well as from interviews with nearly 100 faculty and students. The result is a collection of study and teaching tools that meet

the needs of you and your students unlike any other HR text.

- **BRIEF, YET COMPREHENSIVE, APPEALING CHAPTERS ENGAGE STUDENTS:** Concise, yet thorough chapters use a modern, vibrant visual style that reads more like a magazine than textbook for today's active, fast-paced learners. This engaging, inviting format still offers the comprehensive coverage of HR concepts you need for your course with a lively writing style and memorable, up-to-the-minute examples.
- **CHAPTER-IN-REVIEW CARDS FOR STUDENTS ENSURE UNDERSTANDING AT A GLANCE:** Detachable Chapter-in-Review cards at the back of each Student Edition make it simple for your students to study for exams and prepare for class. Brief and visually appealing, these unique portable Review Cards organize the chapter's most important information for class preparation, including Learning Objectives, chapter summaries, key terms and definitions.
- **VALUABLE INSTRUCTOR PREP CARDS SAVE YOU TIME:** Detachable Instructor Prep Cards for each chapter, conveniently located in the back of the Instructor's Edition, make it simple for you to prepare effective lectures. Each Chapter Prep Card provides a quick map of chapter content, including useful Learning Objectives, a brief chapter outline, key terms, discussion questions, exercises, and assignments to help you plan and deliver course material efficiently.
- **FULL SUITE OF UNIQUE LEARNING TOOLS APPEALS TO VARIETY OF STUDENT LEARNING STYLES:** Relevant and useful learning resources are tightly integrated with the text to help your students master HR concepts and sharpen their skills. Interactive quizzes, audio summary and quiz downloads, videos, games, and additional study tools allow your students to study anytime, anywhere as they refine their HR skills.

CONTENTS:

1. The Nature of Human Resource Management.
2. The Legal Environment.
3. The Global Environment.
4. The Competitive Environment.
5. Information for Making Human Resource Decisions.
6. Organizational Form and Structure.
7. Recruitment and Selection.
8. Managing the Diverse Workforce.
9. Compensation and Benefits.
10. Performance Appraisal and Career Management.
11. Managing Labor Relations.
12. Safety, Health, Well-Being, and Security.
13. Motivation at Work.
14. Performance Enhancement Techniques.

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New Edition!

IE

STRATEGIC MANAGEMENT OF HUMAN RESOURCES, 3E

Jeffrey Mello, Towson University

Make human resources work for you. STRATEGIC HUMAN RESOURCE MANAGEMENT shows you how through its unique system of concept integration. Most human resources textbooks give you the theories without showing you the connections to real life. This textbook lets you see both sides of human resources: the theory and the application. That way, you will not only get a great grade in class, you will be on your way to success after college as well.

NEW TO THIS EDITION:

- **NEW END OF CHAPTER READINGS:** More than 80 percent of the end-of chapter readings (thirty-five of forty-two) are new to this edition. The retained readings are those which have become "classics" and are presented alongside those which represent the latest in thinking and practice in human resource management.
- **NEW EXAMPLES AND EXPLANATIONS:** There are a dozen new original exhibits that explain chapter concepts, twenty-eight new "in practice" vignettes that describe strategic HR practices in a wide variety of organizations, and 131 new references.

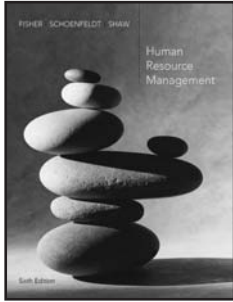
FEATURES:

- **Real-world examples and references:** Integrated throughout the text and chapter introductions, frequent examples and references to current literature put HR into a real-world context.
- **Reading links:** Within the body of the chapter, links alert readers to pertinent articles found later in the chapter.
- **Strategic emphasis:** The author undertakes a comprehensive discussion of current issues, practices, and theories while maintaining a coherent and consistent emphasis on strategy.
- **Integrated strategic approach:** This text is truly innovative in its perspective and will meet a high demand among faculty, students, and practitioners who have been looking for a truly strategic approach.
- **End-of-chapter questions and exercises:** Discussion questions, experiential exercises to aid in student learning, innovative Internet exercises, and some recommended discussion questions for each of the readings are found at the end of each chapter.

CONTENTS:

- Part 1: THE CONTEXT OF STRATEGIC HUMAN RESOURCE MANAGEMENT.
1. An Investment Perspective of Human Resources Management.
 2. Social Responsibility and Human Resource Management.
 3. Strategic Management.
 4. The Evolving/Strategic Role of Human Resource Management.
 5. Human Resource Planning.
 6. Design and Redesign of Work Systems.
 7. Employment Law.
- Part 2: IMPLEMENTATION OF STRATEGIC HUMAN RESOURCE MANAGEMENT.
8. Staffing.
 9. Training and Development.
 10. Performance Management and Feedback.
 11. Compensation.
 12. Labor Relations.
 13. Employee Separation and Retention Management.
 14. Global Human Resource Management.

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New Edition!

HUMAN RESOURCE MANAGEMENT, 13E

Robert L. Mathis, University of Nebraska at Omaha; John H. Jackson, University of Wyoming

This authoritative text offers a leading resource for preparation for professional HR certification by providing coverage of all major topics for the PHR and SPHR professional examinations given by the Human Resource Certification Institute (SHRM). This edition effectively blends theory and practice as it highlights the latest trends in human resource today, including strategic HR, employee retention, HR technology, talent management, total rewards, risk management, and workforce demographics changes. An updated research and academic approach with relevant examples demonstrates how HR is contributing to and impacting overall organizational success.. The book's application approach details how emerging trends in technology, globalization, and HR Metrics are driving changes in HR management today. Valuable learning features, from the latest HR headlines to HR Best Practices, add to your knowledge of how current events impact HR and shape success today.

NEW TO THIS EDITION:

- NEW end-of-chapter cases give your students the practice they need to confront today's most contemporary challenges in HRM. Students examine real HR problems or situations within actual organizations as they apply each chapter's content.
- NEW end-of-chapter "Supplemental Cases" provide additional opportunities for practice: This edition now provides one-two additional "Supplemental Cases" in each chapter to give you more choice in engaging cases drawn from actual organizations.
- NEW "HR Experiential Problem Solving" exercises help students hone critical skills: New "HR Experiential Problem Solving" exercises at the end of each chapter offer insights into practicing the HR principles presented within the chapter. These exercises provide engaging problems, suggest resources to resolve the situation, and ask students to answer several brief, thought-provoking questions.

CONTENTS:

PART I: ENVIRONMENT OF HUMAN RESOURCE MANAGEMENT. 1. Human Resource Management in Organizations. 2. Strategic HR Management. 3. Equal Employment Opportunity. PART II: JOBS AND LABOR. 4. Workers, Jobs, and Job Analysis. 5. Human Resource Planning and Retention. 6. Recruiting and Labor Markets. 7. Selecting Human Resources. PART III: TRAINING AND DEVELOPMENT. 8. Training Human Resources. 9. Talent Management. 10. Performance Management and Appraisal. PART IV: COMPENSATION. 11. Total Rewards & Compensation. 12. Incentive Plans and Executive Compensation. 13. Managing Employee Benefits. PART V: EMPLOYEE RELATIONS. 14. Risk Management and Worker Protection. 15. Employee Rights and Responsibilities. 16. Union/Management Relations.

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HUMAN RESOURCE MANAGEMENT, 6E

Cynthia D. Fisher, Bond University; Lyle F. Schoenfeldt, Appalachian State University; James B. Shaw, Bond University

This authoritative text appeals to upper-level students, practicing managers, and HRM professionals who require a thorough grasp of the field's essential functional areas as well as emerging trends. Drawing on their extensive experience teaching abroad, the authors introduce international issues in the first chapter and provide ongoing discussion throughout the text. Instructors can discuss and revisit strategic HRM, ethics, utility (cost/benefit analysis), plus productivity and quality at any point.

FEATURES:

- Coverage of improving competitiveness is now embedded in the chronological organization of the text, allowing students to follow the progression of individuals into, through, and out of the organization.
- Chapter-opening HR Perspectives are preliminary cases that introduce chapter concepts through real-world scenarios featuring Xilinx (Chapter 2), Dingo Doggie Bites (Chapter 7), United Airlines (Chapter 13), and Bonne Mare Group (Chapter 17).
- Updated end-of-chapter exercises and cases challenge students to put concepts into action and to make decisions like those faced by today's human resource managers.

CONTENTS:

I. Overview and Introduction. 1. An Introduction to Human Resource Management. 2. Strategic Human Resource Management. 3. Human Resource Planning. 4. Job Analysis: Concepts, Procedures, and Choices. 5. Equal Employment Opportunity: The Legal Environment. 6. Recruiting and Job Search. 7. Measurement and Decision-Making Issues in Selection. 8. Assessing Job Candidates: Tools for Selection. 9. Human Resource Development. 10. Performance Assessment and Management. 11. Compensation System Development. 12. Incentive Compensation. 13. Benefits. 14. Safety and Health: A Proactive Approach. 15. Labor Relations and Collective Bargaining. 16. Employment Transitions: Managing Careers, Retention, and Termination. 17. Managing Human Resources in Multinational Organizations.

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HUMAN RESOURCE MANAGEMENT, 3E

Angelo S. DeNisi, Tulane University; Ricky W. Griffin, Texas A&M University

Intended for business majors who are studying toward management positions in Human Resources, this text offers students a practical introduction to the functions and responsibilities of managers within an organization--including staffing, enhancing employee motivation and performance, overseeing compensation and benefits, and working with a diverse work force. The Third Edition has been restructured to create a more concise, accessible text. The text continues to offer complete coverage of core human resource management topics with an additional emphasis on how HR can provide competitive advantages in today's business world. Updated coverage of critical topics in HR management includes new chapters devoted to the changing relationships between employees and organizations, diversity, the global environment of human resources, and the organizational environment of human resources activities.

FEATURES:

- New! A Taking It to the Next Level feature considers HR issues from a strategic

perspective. Engaging topics, such as contingent workers and contemporary social issues, are explored to expand upon core topics and to encourage class discussion.

- Point/Counterpoint boxes in every chapter focus on issues of controversy within human resource management. Arguments “for” and “against” issues are addressed and “conclusion” sections provide opportunity for student interpretation.
- Chapter-closing Key Points for Future HR Managers and Key Points for Future General Managers features relate chapter topics to the interest of non-HR majors and future HR managers, respectively.
- Updated chapter-opening cases highlight recent events, issues, and trends that correspond to major themes in the chapter. Additional cases at the close of the chapter include questions to simulate discussion.
- Chapter pedagogical features include Ethical Dilemmas in Human Resource Management, Building Human Resource Management Skills, Human Resources in the Twenty-first Century, Human Resources Legal Briefs, Human Resources Around the Globe, and The Lighter Side of HR.

CONTENTS:

I. An Overview of Human Resource Management1. The Nature of Human Resource Management2. The Legal Environment3. The Global Environment4. The Competitive EnvironmentII. Decision Making in Human Resource Management5. Information for Making Human Resource Decisions6. Organizational Form and Structure7. Recruitment and SelectionIII. Managing the Existing Workforce8. Managing the Diverse Workforce9. Compensation and Benefits10. Performance Appraisal and Career Management11. Managing Labor Relations12. Safety, Health, Well-Being, and SecurityIV. Enhancing Performance13. Motivation at Work14. Performance Enhancement TechniquesAppendix 1. Human Resource Information SystemsAppendix 2. Data and Research in Human Resource Management

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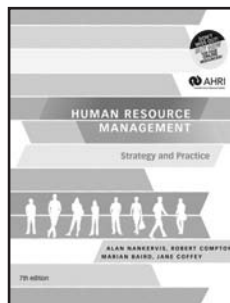
New Edition!

HUMAN RESOURCE MANAGEMENT, 6E
Essential Perspectives

Robert L. Mathis, University of Nebraska at Omaha; John H. Jackson, University of Wyoming

Focus on the information most important in preparing for the HR certification exam with a blend of practical HR concepts and proven HR practices found in HUMAN RESOURCE MANAGEMENT: ESSENTIAL PERSPECTIVES, 6E. To further your professional success, this concise essentials text by leading HR authors Robert Mathis and John Jackson reviews today’s most important laws and regulations and addresses the information most often used by human resource professionals. Easy to use and economical, the book introduces HR concepts and practices in a format that’s applicable for practicing HR professionals in virtually all industries.

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New Edition!

HUMAN RESOURCE MANAGEMENT, 7E
Strategy and Practice

Alan Nankervis, Curtin University of Technology; Robert Compton, Australian Catholic University; Marian Baird, University of Sydney

In its 7th edition, Human Resource Management: Strategy and Practice continues to provide a strong conceptual and practical framework for students of human resource management.

The successful integrative strategic HRM model is retained and the most recent developments in human resource management theories and practices are explored. A multitude of contemporary regional and international examples are integrated throughout, alongside an expanded coverage on ethics and a focus on critical analysis.

Thoroughly revised and updated with the latest research findings, this edition incorporates a wealth of new material including: the changing nature of the employment contract, such as the legal, social and psychological contract; virtual teams; use of social networking sites, demographic changes to the workforce; work–life balance; talent management and retention strategies; changes to OHS legislation; and the introduction of the Fair Work Act.

FEATURES:

- Addresses the changing nature of the employment contract, including the legal, social and psychological contract.
- Material on virtual teams; use of social networking sites, demographic changes to the workforce; work–life balance; scenario planning; diversity; mentoring; talent management and retention strategies; pay equity; executive incentives; conflict resolution; HR metrics; changes to OHS legislation; and the introduction of the Fair Work Act.
- HRM in Practice boxes showcasing real-world examples illustrating how the key chapter concepts are applied in a business context
- International Perspective boxes place human resource management practices into an international context to prepare students’ to meet the challenges of working in today’s global environments
- Critical issue icons appear throughout each chapter to highlight important topical human resource management issues. Linked to critical issue questions included at the end of each chapter, they encourage analysis and discussion about these issues.
- A Professional Tip in each chapter provides students with helpful hints on how to be a successful human resources practitioner.
- Ethical challenge scenarios encourages consideration of the ethical implications of the theories and practices covered in the chapter

CONTENTS:

Part 1: HRM in context 1. 1. Evolution of human resource management 2. The context of human resource management 3. Industrial relations: Frameworks

and practices. 4. Human resource planning in a changing environment. Part 2: HRM strategies, systems and processes. 5. Work design challenges in a global environment. 6. Attraction and retention of talent. 7. Effective employee selection. 8. Developing human resources in organisations. 9. Management of performance. 10. Strategic reward management. 11. Managing occupational health and safety. 12. Conflict and negotiation processes. Part 3: The effectiveness of HRM towards the future. 13. Evaluating human resource management: Towards the future.

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HUMAN RESOURCE MANAGEMENT

AN ASIA EDITION



Ghee Soon Lim, National University of Singapore; Robert L. Mathis, University of Nebraska at Omaha; John H. Jackson, University of Wyoming

This is the Asian adaptation of Mathis and Jackson's textbook, Human Resource Management. This Asia edition highlights universally usable human resource management (HRM) theories and practices sourced from leading research and reports that may be applicable to HRM in Asia. In order to illustrate the viability of systematically studying and disseminating universally useful HRM knowledge to help raise the standards of HRM in a specific country, Singapore is used as a seminal case. It also highlights the different country practices in Asia and across the world. Case studies in countries such as Hong Kong, Malaysia, Singapore, and Taiwan are also included in this Asia edition to facilitate student discussions.

FEATURES:

- Critical and comprehensive discussion of universally applicable human resource management theories and concepts such as psychological contract, diversity management, management of deviant behavior, loyalty and commitment, realistic job preview, adult learning principles, employee and workplace risk management, among others.
- Includes penetrating analysis of the latest trends from the dynamic HRM profession and current industry research in key areas such as strategic HRM, human capital and talent management, HRM metrics, outplacement management, HR audit, HR competencies, succession planning, rights of management and employees, and others.
- Starts with final outcomes which should be pursued by managers/employees and then delves into details by starting from the most micro to the most macro issues facing HR managers.
- Case studies from Asia include those from Hong Kong, Malaysia, Singapore, and Taiwan. These help students think thoroughly on new issues that may crop up from time to time.
- Written in the practitioner's language with academic jargon reduced to a minimum.

CONTENTS:

Section 1. Nature of Human Resource Management. 1. Nature of Human Resource Management. 2. Strategic HR Management and Planning. 3. Organization/Individual Relations and Retention. Section 2. Staffing the Organization. 4. Legal Framework of HRM. 5. Managing Equal Employment and Diversity. 6. Jobs and Job Analysis. 7. Recruiting in Labor Markets. 8. Selecting Human Resources. Section 3. Developing Human Resources. 9. Training Human Resources. 10. Talent Management and Development. 11. Performance Management and Appraisal. Section 4. Compensating Human Resources. 12. Total Rewards and Compensation. 13. Variable Pay and Executive Compensation. 14. Managing Employee Benefits. Section 5. Managing Employee Relations. 15. Risk Management and Worker Protection. 16. Employee Rights and Responsibilities. 17. Union/Management Relations.

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HUMAN RESOURCE MANAGEMENT FOR THE TOURISM, HOSPITALITY AND LEISURE INDUSTRIES

An International Perspective

Tom Baum, University of Strathclyde

Human Resource Management for the Tourism, Hospitality and Leisure Industries uses a strategic and issues-driven approach to present a reflective analysis of how human resource evolves in the context of international tourism, hospitality and leisure.

Drawing on wide-ranging, international academic and application sources to illustrate the debates and vital issues that exist within people management in this sector, this book is designed to develop students' critical understanding of why things operate in the manner that they do and how the international context creates diversity in the application of management principles. In addition, this process of reflecting on human resource issues will allow students to arrive at ideas and solutions that will assist them in the workplace.

FEATURES:

- A strong international focus
- Addresses key themes in the tourism, hospitality and leisure sector: including labour markets, organizational issues, diversity, and human resource planning
- Examines how the principles and issues differ from other businesses and within different cultural contexts
- Packed with fresh and contemporary case studies from companies including Scandic Hotels, Southwest Airlines and B & Q that, together with discussion questions, will really engage students
- Companion website including an Instructors' Manual and PowerPoint slides to give lecturers added value

CONTENTS:

1. People in international tourism, hospitality and leisure: an introduction.
2. The development of tourism, hospitality and leisure and the nature of employment.
3. Tourism, hospitality and leisure labour markets.
4. Tourism, hospitality and leisure: a service focus and the role of people.
5. A dark side to the coin?
6. Cultural diversity in tourism, hospitality and leisure.
7. The social composition of employment in tourism, hospitality and leisure: Diversity beyond culture.
8. Education, training and development.
9. Planning to meet the human resource needs of the international tourism, hospitality and leisure industry.
10. Sustainability and the Future of Work and Employment in Tourism, Hospitality and Leisure.

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New Edition Available in September 2011!

HUMAN RESOURCE MANAGEMENT, 10E

International Perspective

IE

Susan Jackson, Rutgers University; Randall Schuler, Rutgers University

This is a tightly integrated, higher-level text with strong organizing themes: strategy, teams, diversity, global issues, and change. These themes are highlighted in boxed features throughout. The text also follows an organizing structure that emphasizes the HR Triad (employee, line manager, HR manager) with the understanding

that effective human resource management requires mutual understanding and collaboration among HR professionals, managers, and all other employees.

NEW TO THIS EDITION:

- The tenth edition features a greater emphasis on the strategic aspect of the human resources management topics and activities, which helps prepare students for current HR and management practices that they'll most likely encounter on the job.
- The book's emphasis on the global/international aspects of human resource management reflects the current trend of globalization in today's business environment.
- The book has been completely revised and updated with new cases at the end of the chapters and at the end of the book. This gives students an opportunity to apply their knowledge and makes the information more relevant.
- Exciting new topic coverage includes discussion of outsourcing and off-shoring; more comparisons of wage levels in different countries; ethics and social responsibility; and how to measure the effectiveness of human resources practices. Students will benefit by learning the most salient concerns in the field of human resources management.
- A new section called Current Issues now appears in every chapter (similar to the Human Resources Triad), addressing two current issues pertinent to that chapter's topic.

FEATURES:

- Five key themes are emphasized throughout the text: ethics, metrics, teams, multiculturalism, and globalization. These themes are integrated throughout the chapters where appropriate to emphasize their importance as they relate to chapter material. The themes are reinforced through boxed features.
- The Human Resource Triad feature describes the different roles of HR professionals, managers, and employees.
- In each chapter, real-world examples of current HR practices are illustrated under the titles: Managing Teams, Managing Multiculturalism, Managing Globalization, and Managing Change. These examples show that effectively managing human resources requires mastering what is known and then having the confidence to venture into the unknown.
- Fast Facts appear in the margins to offer tidbits of information that are interesting and sometimes surprising, giving student access to important human resources information while increasing their interest in each chapter's content. Quotes illustrate the perspectives of real managers and human resources professionals, offering personal insight into the human resources field.

CONTENTS:

1. Managing Human Resources through Strategic Partnerships.
2. Understanding the External and Organizational Environments.
3. Ensuring Fair Treatment and Legal Compliance.
4. Human Resources Planning for Alignment and Change.
5. The Strategic Importance of Job Analysis and Competency Modeling.
6. The Strategic Importance of Recruiting and Retaining Talented Employees.
7. Selecting Employees to Fit the Job and the Organization.
8. Training and Developing a Competitive Workforce.
9. Developing an Overall Approach to Compensation.
10. Measuring Performance and Providing Feedback.
11. Using Performance-Based Pay to Enhance Motivation.
12. Providing Benefits and Services.
13. Promoting Workplace Safety and Health.
14. Understanding Unionization and Collective Bargaining. Integrative Cases--Southwest Airlines and Lincoln Electric Company.

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HUMAN RESOURCES MANAGEMENT, 6E

Wendell L. French, University of Washington

Ideal for management majors who plan to become HRM professionals, this highly accessible text presents a conceptual model of the field,

placing HRM in the overall context of business management. Students gain a broad, practical understanding of how HRM policies affect the workplace--from productivity, quality, and customer service to employee morale. French addresses timely issues changing the current role of HRM, including international topics, technology and the Internet, social responsibility, and performance appraisal. Several pedagogical features reinforce the author's conceptual approach to human resources management. Chapter-ending Experiential Exercises promote group discussion and role playing through real-world challenges such as discrimination laws, safe/healthy work environments, and negotiation skills. Comprehensive Cases--taken from respected publications such as *The New York Times* and *The Wall Street Journal*--explore contemporary issues in HRM like the new face of organized labor and the implications of an aging workforce.

FEATURES:

- Ethical Perspectives boxes expand on the ethical standards maintained by human resource managers today. Topics covered in this feature include employee healthcare, executive incentives, and outsourcing.
- A Conceptual Model presents human resource management in the context of the overall management process. Students see the connections between HRM policies and organizational outcomes such as customer service, productivity, quality, and employee morale.
- Cartoons with content-based captions help students to interpret the concepts and real-world issues facing HRM managers.
- International Perspective boxes present current, timely issues: the pros and cons of outsourcing, U.S.-educated immigrants returning home to work, and employee involvement in foreign countries. Contemporary Perspectives explore HRM topics from managing change and hiring accountability to connecting pay to performance.

CONTENTS:

Each chapter ends with a Summary, Key Terms, Review Questions, Opening Case Questions, Experiential Exercise, and a Comprehensive Case. 1 An Overview of Human Resources Management. 2 A History of American Human Resources Management. 3 Change: The Global Resources Management Landscape. 4 Key Factors in Organizational Performance. 5 Equal Employment Laws and Other Regulations. 6 Human Resources Planning. 7 Job Design. 8 Work Rules and Schedules. 9 Recruitment and Selection. 10 Career Transitions. 11 Skills Training. 12 Management and Career Development. 13 Performance Management and Appraisal. 14 Wage and Salary Management. 15 Incentive Plans. 16 Employee Benefits. 17 Safety and Health Management. 18 Labor Organizations and Unionization. 19 Negotiating and Administering the Labor Agreement. 20 Rights, Responsibilities, and Justice.

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INTERNATIONAL HUMAN RESOURCE MANAGEMENT, 5E

Peter J. Dowling, University of Canberra, Australia; Denise E. Welch, Mt Eliza Business Sch and University of Queensland, Australia

This highly successful and groundbreaking text discusses the theory and practices of human resource in MNCs and SMEs. It also contains a wealth of case study material and class discussion material. A full instructor's website is available to adopters.

CONTENTS:

1. Introduction: the enduring context of IHRM.
2. The Organizational Context.
3. The Context of Cross-border Alliances and SMEs.
4. Staffing International

Operations for Sustained Global Growth. 5. Recruiting and Selecting Staff for International Assignments. 6. International Training and Development. 7. International Compensation. 8. Re-entry and Career Issues. 9. IHRM in the Host Country Context. 10. International Industrial Relations. 11. Performance Management. 12. IHRM Trends: Complexity, Challenges and Choices in the Future

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PRINCIPLES OF HUMAN RESOURCE MANAGEMENT, 15E

IE

George Bohlander, Arizona State University; Scott Snell, Cornell University

Snell/Bohlander's popular PRINCIPLES OF HUMAN RESOURCE MANAGEMENT, 15E, International Edition builds upon a foundation of research and theory with an inviting, practical framework that focuses on today's most critical HR issues and current practices. The book's engaging writing style and strong visual design use more than 500 memorable examples from a variety of real organizations to illustrate key points and connect concepts to current HR practice. Fresh cases spotlight the latest developments and critical trends, while hands-on applications focus on practical tips and suggestions for success. An integrated learning system and comprehensive package, including a new Teaching Assistance Manual, provide more resources for effectively teaching human resources.

NEW TO THIS EDITION:

- EXPANDED COVERAGE OF TODAY'S KEY HR TOPICS AND THE LATEST HR UPDATES PREPARE STUDENTS FOR TOMORROW'S SUCCESS – The latest edition of this market-leading text offers more coverage of critical HR issues, such as diversity, outsourcing/illegal immigration, today's labor issues, and employee benefits. The latest updates throughout all parts of the text ensure students are equipped with skills for the future.
- NEW CASE STUDIES IN EACH CHAPTER REFLECT THE LATEST, ENGAGING HR ISSUES --New Case Studies at the end of each chapter in this edition captivate readers as they examine timely, critical topics in real business settings.
- NEW "HIGHLIGHTS IN HRM" EXAMINE TIMELY ORGANIZATIONAL CONCERNS AND PRACTICAL CHALLENGES --Your students gain in-depth looks at how actual organizations handle human resource issues and functions as many new "Highlights in HRM" include "HR Planning and Strategy: Questions to Ask Business Managers" (Ch. 2), "Best Practices for Employee Testing and Selection" (Ch. 6), and "Employee Stock Option Plans" (Ch. 10).

FEATURES:

- EMPHASIS ON THE MOST CURRENT PRACTICES AND ISSUES PROVIDE TIMELY UNDERSTANDING OF HR TODAY --Ensure your students are familiar with the most current HR practice and key issues as this leading edition's hundreds of timely examples and special features, including "how-to" tips within this edition further guide students in applying HR principles effectively. Learning features and examples throughout focus on real, memorable examples from actual organizations to display how businesses and managers perform HR functions. This focus on real-world illustrations addresses both small businesses and international topics.
- FOCUS ON CONTEMPORARY WORK ENVIRONMENT HIGHLIGHTS KEY HR RELATIONSHIPS AND RESULTS – No other book gives your students a more accurate look at the specific details and challenges in today's work environment. Students see how HR specialists work in partnership with line managers and team directors and how the most effective managers incorporate HR policy into regular interactions with employees.
- INTEGRATED LEARNING SYSTEM PROVIDES COHESION THAT EASES PREPARATION AND STUDY --Icons in the text margins and throughout all print ancillaries link coverage back to key Learning Objectives, making it

easier for both you and your students to focus on the most critical points of each chapter.

- COMPREHENSIVE CASES DELVE INTO CRITICAL HRM CHALLENGES --Ten Comprehensive Cases at the end of the text portray some of the most current issues and challenges in HRM. In addition, at least two Case Studies per chapter delve into current HRM issues in real business settings to encourage students to carefully consider and critically analyze possible solutions.

CONTENTS:

PART I: HUMAN RESOURCES MANAGEMENT IN PERSPECTIVE. 1. The Challenge of Human Resources Management. 2. Strategy and Human Resource Planning. PART II. MEETING HUMAN RESOURCES REQUIREMENTS. 3. Equal Employment Opportunity and Human Resources Management. 4. Job Analysis, Employee Involvement, and Flexible Work Schedules. PART III. DEVELOPING EFFECTIVENESS IN HUMAN RESOURCES. 5. Expanding the Talent Pool: Recruitment and Careers. 6. Employee Selection. 7. Training and Development. 8. Appraising and Improving Performance. PART IV: IMPLEMENTING COMPENSATION AND SECURITY. 9. Managing Compensation. 10. Pay-for-Performance: Incentive Rewards. 11. Employee Benefits. 12. Promoting Safety and Health. PART V: CREATING POSITIVE WORK ENVIRONMENTS. 13. Employee Rights and Discipline. 14. The Dynamics of Labor Relations. PART VI: EXPANDING HUMAN RESOURCES MANAGEMENT HORIZONS. 15. International Human Resources Management. 16. Creating High-Performance Work Systems. CASES

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New Edition!

IE

HUMAN RESOURCE MANAGEMENT APPLICATIONS, 7E

Cases, Exercises, Incidents, and Skill Builders

Stella M. Nkomo, University of South Africa; Myron D. Fottler, University of Central Florida; R. Bruce McAfee, Old Dominion University

Strengthen your students' understanding of today's important human resource issues and equip them with the skills to overcome current practical HRM challenges when you supplement your course with the latest edition of Nkomo/Fottler/McAfee's unique HUMAN RESOURCE MANAGEMENT APPLICATIONS: CASES, EXERCISES, INCIDENTS, AND SKILL BUILDERS, 7E, International Edition. This one-of-a-kind, single source brings contemporary human resource management cases, focused exercises, timely incidents and proven skill builders together. You save significant preparation time, while your students gain hands-on experience critical.

NEW TO THIS EDITION:

- A wealth of new cases, exercises, incidents, and skill builders throughout this edition as well as thoroughly updated cases and applications reflect today's most current HRM trends.
- New explanations within this edition's Instructor's Manual distinguish the differences among each of the book edition's new and revised applications.

FEATURES:

- TODAY'S MOST THOROUGH SELECTION OF HRM APPLICATIONS PREPARES STUDENTS FOR REAL HR CHALLENGES. This unique, all-in-one source selection of exceptional, timely cases, exercises, incidents and skill builders provides an accurate depiction of the challenges facing employees and managers in today's work environment.
- REAL APPLICATIONS EMPHASIZE THE PRACTICALITY OF HR PRINCIPLES IN ACTION. This edition's exercises, skill builders and examples are drawn from timely actual business situations and events. Students see, first-hand, how human resource managers, line managers and others responsible for personnel use HR policies and programs. These real life applications further provide future managers with hands-on understanding of the situations and issues shaping human resource management.
- UPDATED TOPIC CORRELATION TABLE AT THE FRONT OF THE TEXT SAVES YOU VALUABLE PREPARATION TIME. You can quickly locate numerous cases, exercises, incidents or skill builders related to a specific HR topic with the convenient Correlation Table within this edition.
- VARIETY OF CASES AND APPLICATIONS SHOW HOW HR PRINCIPLES IMPACT DIVERSE ORGANIZATIONS. This edition's cases, exercises, incidents, skill builders, and team projects expose students to a myriad of organizational settings and typical business activities to provide deeper insights into today's HR practices and their consequences, no matter what the industry.
- EFFICIENT ACTIVITIES ARE IDEAL FOR TYPICAL CLASSROOM SETTING. Thorough, yet concise activities within this edition are all designed for students to complete within the typical 50-minute classroom period. Students are able to work at a comfortable pace and submit their best work, without feeling rushed.
- CONCISE COVERAGE OF INTRODUCTORY HRM TOPICS MAKES BOOK A COMPREHENSIVE RESOURCE. This 7th Edition reinforces the principles in most introductory HRM texts with an overview of basic topics that make it a valuable, ongoing resource for undergraduate or graduate courses that emphasize hands-on activities and practice.
- DIVERSITY OF ORGANIZATIONS HIGHLIGHTED PROVIDES WEALTH OF SAMPLE APPLICATIONS. This edition exposes your students to a wide breadth of examples from a diversity of organizations, including those in today's growing service sector. Students gain experience in a variety of typical situations.

CONTENTS:

PART I: HUMAN RESOURCE MANAGEMENT IN PERSPECTIVE: ENVIRONMENT AND LEGAL ISSUES. 1. The HRM Function/Environment. 2. Diversity Issues. 3. The Legal and Regulatory Environment. PART II: MEETING HUMAN RESOURCE REQUIREMENTS: JOB ANALYSIS/DESIGN, PLANNING, RECRUITMENT, AND SELECTION. 4. Job Analysis/Planning/Outsourcing/Mergers/Layoffs. 5. Recruiting and Selection. PART III: DEVELOPING EFFECTIVENESS IN HUMAN RESOURCES: TRAINING, CAREER DEVELOPMENT, AND PERFORMANCE APPRAISAL. 6. Orientation/Training/Career Development. 7. Performance Appraisal. PART IV: IMPLEMENTING COMPENSATION AND SECURITY: COMPENSATION, INCENTIVES, BENEFITS, AND SAFETY AND HEALTH. 8. Compensation. 9. Benefits. 10. Safety Issues. PART V: ENHANCING EMPLOYEE RELATIONS: DISCIPLINE, MOTIVATION, AND LABOR RELATIONS. 11. Discipline. 12. Motivation. 13. Labor Relations. PART VI: INTERNATIONAL HR AND TERM PROJECT. 14. International HR. 15. Term Project.

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New Edition Available in June 2011!

HUMAN RESOURCE MANAGEMENT IN A BUSINESS CONTEXT, 3E

Alan Price, HRM Guide Network

Human Resource Management in a Business Context 3rd edition is a comprehensive introductory textbook addressing the needs of business students studying HRM modules on first year courses and beyond. It approaches the theory and practice of people management from a global perspective firmly placing HRM within a wider business context. This delivers a highly accessible introduction to the subject for students approaching HRM from a range of business-related disciplines.

The textbook has a truly international outlook with extensive real-life material from the UK, US, Canada and Australia throughout the book illustrating the practical application of key HRM concepts. This edition includes greater coverage of international HRM, diversity and organizational culture, and highlights HRM 'hot topics' including outsourcing, the aging workforce, and the psychological contract.

FEATURES:

- Increased level of critical analysis in every chapter
- Substantial real-life examples sourced from around the world incorporating articles from the author's HRMguide.net website
- Increased coverage of models of HRM in introductory chapters (in line with competing books)
- Improved learning features including: updated HRM in Reality boxes, more challenging review questions, and revised end of chapter cases
- Greater coverage of international HRM, diversity and organizational culture
- Coverage of HRM hot topics including: outsourcing, the aging workforce, the psychological contract

CONTENTS:

PART I: INTRODUCTION TO HRM. 1. Managing People. 2. The Concept of HRM. 3. HRM and Business Effectiveness. PART II: HRM AND THE BUSINESS ENVIRONMENT. 4. International HRM and the Global Economy. 5. HRM and the State. 6. The Employment Market. PART III: ORGANIZATIONAL HRM. 7. HRM in Large Organizations. 8. HRM in Small and Medium-sized Organizations. 9. Organizational Culture. 10. HRM and Commitment. PART IV: STRATEGIC HRM. 11. People Strategies. 12. Change Strategies. 13. Resourcing Strategies. PART V: THE EMPLOYEE RESOURCING PROCESS. 14. Recruitment. 15. Employee Selection. PART VI: MANAGING DIVERSITY. 16. Equality of Opportunity. 17. Dealing with Discrimination. PART VII: PERFORMANCE AND COMPENSATION. 18. Performance Management. 19. Reward Management. PART VIII: DEVELOPING PEOPLE. 20. Human Resource Development. 21. Learning in Organizations. PART IX: EMPLOYEE RELATIONS. 22. Ethics, Conflict and Bargaining. 23. Employee Involvement and Well-Being. PART X: CONCLUSION. 24. Overview of HRM.

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HUMAN RESOURCE SELECTION

New Edition!



IE

SELECTION IN HUMAN RESOURCE MANAGEMENT, 7E

Robert Gatewood, University of Georgia; Hubert S. Field, Auburn University; Murray Barrick

Introduce future and current practitioners to the technical challenges, most recent research and today's most popular selection tools with Barrick/Feild/Gatewood's complete SELECTION IN HUMAN RESOURCE MANAGEMENT, 7E, International Edition. This book's engaging, focused presentation offers advanced coverage that details the development and implementation of effective selection programs within today's organizations. Students and those already working in selection gain insights from today's latest research and court findings. Memorable, current examples further demonstrate how key selection concepts within this edition translate into success in the actual business environment.

NEW TO THIS EDITION:

- New HR recruitment chapter (ch.7) and new chapter on application forms (ch.9) Streamline content to focus on key concepts.
- New coverage compares the selection of external versus internal job candidates for positions.
- The latest research and updates demonstrate how to most effectively use the most popular selection instruments.
- New comparison of research findings highlights selection and examines the implications of recent supreme court decisions.
- New material thoroughly explores internet testing and proctored as well as unproctored testing.
- New discussions examine self-presentation and social dynamics beyond the structured interview.

FEATURES:

- Readers learn to distinguish between selection and staffing and the importance of both in equipping an organization for success.
- Enhanced coverage of personality and predictive validity better prepares future and current practitioners.
- Balanced, comprehensive approach clearly presents topics of selection.
- Additional emphasis on challenges of selection in smaller organizations prepares readers for business today.

CONTENTS:

PART I: INTRODUCTION TO SELECTION. 1. Overview of Selection. 2. The Legal Environment of Selection. PART II: MEASUREMENT. 3. Measurement & Theory in Selection. 4. Measurement & Reliability in Selection. 5. Measurement & Validity in Selection. 6. Measurement & Strategic Decision Making. PART III: JOB ANALYSIS. 7. Identification of Knowledge, Skills & Abilities. Part IV:

RECRUITMENT. 8. Attracting Applicants. PART V: INDICATORS OF JOB PERFORMANCE. 9. The Application Process. 10. The Interview Process. 11. The Process of Ability Assessment. 12. The Process of Personality Assessment. 13. Testing Centers and Assessment of Performance. 14. Testing for Integrity and Drugs. PART VI: MEASURE. 15. Job Performance Measures.

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INTERNATIONAL BUSINESS

GLOBAL

(with Bind-In Printed Access Card)

Mike Peng, University of Texas at Dallas

Created through a "student-tested, faculty-approved" review process with feedback from both students and faculty, GLOBAL is an engaging and accessible solution designed to accommodate the diverse lifestyles of today's learners. GLOBAL takes a strategic and truly global approach as it answers the pressing question, "What determines the success and failure of firms around the globe?" This up-to-date presentation from renowned international instructor, researcher, and consultant Dr. Peng uses an inviting, conversational style to introduce the reader to the inner workings of actual global companies throughout the world. Engaging examples, interactive applications, and brief cases prompt the reader to think independently, master their critical-thinking skills, and view today's business challenges from a global perspective. Comprehensive teaching and learning support encourages students to view business today through the eyes of a true world citizen.

FEATURES:

- An innovative combination of content delivery both in print and online provides a core text and a wealth of comprehensive multimedia teaching and learning assets based on input from student focus groups and surveys as well as interviews with faculty and students.
- Included with each new text, students gain access to a full suite of online learning tools including quizzes, e-lectures, videos, interactive maps, and more. Instructor resources include an Instructor's Manual, Test Bank, PowerPoint® slides, video cases, and access to the complete student premium website.
- Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course. Inside GLOBAL, you will find coverage of issues such as global entrepreneurship; managing global competitive dynamics; diversifying, acquiring, and restructuring across borders; and managing corporate social responsibility globally.
- Instructor prep cards at the back of the Instructor's Edition make preparation simple with detachable cards for each chapter. Cards provide a quick outline of chapter content, a list of corresponding video resources, and suggested assignments and discussion questions to help you organize chapter content efficiently. Included in the Student Edition are unique Chapter-in-Review Cards that provide students with an efficient, portable study tool highlighting all of the pertinent information for class preparation, and a world map for easy reference.
- The text's unique strategic perspective highlights the managerial implications of global business, integrating both an institution-based view (IBV) and resource-based view (RBV) with coverage not offered in other texts. Students gain a more comprehensive understanding of why some firms succeed in today's highly competitive global environment.

CONTENTS:

Part 1: LAYING FOUNDATIONS. 1. Globalizing Business. 2. Understanding Politics, Laws, and Economics. 3. Emphasizing Cultures, Ethics and Norms. 4. Leveraging Resources and Capabilities. Part 2: ACQUIRING TOOLS. 5. Trading Internationally. 6. Investing Abroad Directly. 7. Dealing with Foreign Exchange. 8. Capitalizing on Global and Regional Integration. Part 3: STRATEGIZING AROUND THE GLOBE. 9. Growing and Internationalizing the Entrepreneurial Firm. 10. Entering Foreign Markets. 11. Making Alliances and Acquisitions Work. 12. Strategizing, Structuring, and Learning Around the World. Part 4: BUILDING FUNCTIONAL EXCELLENCE. 13. Managing Human Resources Globally. 14. Managing Corporate Social Responsibility Globally.

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New Edition!

IE

GLOBAL BUSINESS, 2E

Mike Peng, University of Texas at Dallas

GLOBAL BUSINESS, 2E, International Edition by renowned international instructor, author, and consultant Mike Peng is the first global business book that asks the big question, “What determines the success and failure of firms around the globe?” Author Mike Peng answers from both an institutional-based view and resource-based view throughout every chapter, bringing an unparalleled continuity to the learning process. The book combines an inviting, conversational style with the latest scholarly research and examples throughout every chapter that reflects the recent global developments, including the impact of the 2008-2009 global economic crisis. This edition’s comprehensive set of cases from Mike Peng and other respected international experts examines how companies throughout the world, including Brazil’s Embraer, China’s Hauwei, and India’s Tata Motors, have expanded globally.

NEW TO THIS EDITION:

- New “Peng Atlas” sections emphasize the geographical dimension of international business.
- New “Global Action” end-of-chapter exercises provide internet-based research assignments.

FEATURES:

- Numerous new references, examples and inferences woven throughout this edition reflect the 2008-2009 world economic crisis.
- Substantial new section on corporate finance provides unique evidence-based insights not found in other books.
- New extended, integrated cases examine the global expansion of today’s successful firms.
- Entirely new set of 50 lessons video cases provides your students with a current global perspective.

- Unique strategic perspective gives students a better understanding of why firms succeed in highly competitive global environments.
- Exclusive coverage delves into the most important topics within today’s global business.
- More than 50 cases contributed by professionals around the world challenge students’ global perspectives.
- Debates and extensions sections in every chapter engage students in cutting-edge debates and encourage them to think critically.

CONTENTS:

PART I: LAYING FOUNDATIONS. 1. Globalizing Business. 2. Understanding Politics, Laws, and Economics. 3. Emphasizing Cultures, Ethics, and Norms. 4. Leveraging Capabilities Globally. PengAtlas Part I. PART II: ACQUIRING TOOLS. 5. Trading Across Borders. 6. Investing Abroad Directly. 7. Dealing with Foreign Exchange. 8. Global and Regional Integration. PengAtlas Part II. PART III: STRATEGIZING AROUND THE GLOBE. 9. Entering Foreign Markets. 10. Entrepreneurial Firms. 11. Alliances and Acquisitions. 12. Managing Competitive Dynamics. 13. Strategy and Structure. PengAtlas Part III. PART IV: BUILDING FUNCTIONAL EXCELLENCE. 14. Human Resource Management. 15. Marketing and Supply Chain Management. 16. Governing the Corporation. 17. Corporate Social Responsibility. PengAtlas Part IV. IC 1.1 Shakti/IND. IC 1.2 AGRANA: From Local Supplier to Global Player (lift from 1e). IC 1.3 Embraer/BRA. IC 1.4 Chinese menu/CHN. IC 2.1 DP World/USA/ARAB. IC 2.2 China soybeans/CHN. IC 2.3 Iceland/EU. IC 2.4 China auto/CHN. IC 3.1 Kalashnikov: Swords Into Vodka (lift from 1e). IC 3.2 DHL Bangladesh/S. ASIA. IC 3.3 Ocean Park/HK. IC 3.4 Huawei/CHN. IC 4.1 Ethanol/US. IC 4.2 Baosteel/EUR/CHN/GER. IC 4.3 Mary Kay/CHN.

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GLOBAL ECONOMIC WATCH: IMPACT ON INTERNATIONAL BUSINESS

Global Economics Crisis Resource Center

The first half of the printed module for the International Business ebook discusses the historical context of the global economic crisis. The next 16 pages of the module discuss the impact of the global economic crisis on the International Business discipline. This 32-page module also provides learning goals, questions, key terms and digital access to the entire Global Economic Crisis Resource Center. Please visit www.cengage.com/gec.

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INTERNATIONAL BUSINESS, 7E

Michael R. Czinkota, Georgetown University;
Ilkka A. Ronkainen, Georgetown University;
Michael H. Moffett



INTERNATIONAL BUSINESS, 7th Edition presents an up-to-date and complete exploration of international business issues and practice. The authors’ experience as both practitioners and academics brings a balanced and seasoned voice to the text. The text is built upon a strong foundation of theory and includes current examples, cases and insights showing how global businesses apply these concepts. The text examines the role and impact of culture and also includes numerous current world maps, helping learners develop and refine a global perspective.

FEATURES:

- Opening Vignettes: A vignette at the opening of each chapter provides a real world example relating to the topics to be covered within that chapter.
- Focus On Boxes: Found throughout the chapters these text boxes highlight actual contemporary business situations to relate and reinforce key topics. Focus on Boxes include: Focus on Politics, Culture, E-Business, Entrepreneurship, and Ethics.
- Cases: 16 Cases and application questions encourage in-depth discussion of the material covered in the chapters and allowing application the text's content.
- Recommended Readings: Located at the end of each chapter, this list of relevant readings points to resources for additional learning.
- Take A Stand! This end of chapter feature allows users to apply the materials they have covered in a chapter, and could be used to prompt classroom discussion.

CONTENTS:

Part I: IMPACT. 1. The International Business Imperative. Part II: ENVIRONMENT. 2. Culture. 3. Trade and Investment Policies. 4. Politics and Law. Part III: FOUNDATIONS. 5. The Theory of International Trade and Investment. 6. The Balance of Payments. Part IV: FINANCIAL MARKETS. 7. Financial Markets. 8. Economic Integration. 9. Emerging Markets. Part V: STRATEGY. 10. Building the Knowledge Base. 11. Entry and Expansion. 12. Strategic Planning. 13. Organization, Implementation, and Control. Part VI: OPERATIONS. 14. Marketing. 15. Services. 16. Logistics and Supply-Chain Management. 17. Financial Management. 18. Corporate Governance, Accounting, and Taxation. 19. Human Resource Management. Part VII: FUTURE. 20. New Horizons.

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INTERNATIONAL MANAGEMENT**ASIAN MANAGEMENT SYSTEMS, 2E**

Min Chen, Thunderbird, The American Graduate School of International Business

Asian Management Systems is the only text on the market that specifically addresses the Asian style of management in a comparative, country context. The text examines the four main management systems in the East Asian region: Japanese, mainland Chinese, Overseas Chinese and Korean, and compares and contrasts the management styles within Asia and with the western world. Through a comparative analysis of organizational structures, competitive strategies and cultural influences, the workings of each system are made clear. Practical guidelines make this book a vital guide for international executives and students alike.

The new edition has been updated and covers the Tiger economies before and since the crash. It also looks at the rise of Islam as a force in Asian business and examines China's new role as a quasi-capitalist economic system within a communist political system. This is the core text for all students of Asian business and for all academics with a lively interest in international business.

FEATURES:

- The only text to focus exclusively on Asian Management systems
- Comprehensive coverage of the four major Asian Management Systems, Japanese, Korean, Chinese & Overseas Chinese
- Compares and contrasts AMS with Western systems

CONTENTS:

Introduction. PART I: CONCEPTUAL FRAMEWORK. 1. Major comparative management models. 2. Understanding national competitiveness: East-West comparisons. 3. Sun Tzu's strategic thinking and contemporary business. 4. Guanxi dynamics and network building. PART II: COMPARATIVE CHINESE MANAGEMENT SYSTEMS. 5. The Overseas Chinese: their origins and operational environment. 6. The Chinese family business: organizational challenges and competitive edge. 7. Competitive Chinese business strategies in ASEAN. 8. The evolving environment of the Chinese State Enterprises. 9. Reforming managerial mechanisms of Chinese State Enterprises. 10. Comparative Chinese managerial systems. PART III: COMPARATIVE JAPANESE AND KOREAN MANAGEMENT SYSTEMS. 11. Government-business relations in Japan & South Korea. 12. Comparative large Japanese & Korean business groups. 13. Japanese management style. 14. Developing competitive advantages of Japanese companies. 15. Managerial styles of Korean companies. 16. Comparative Japanese & Korean management systems. PART IV: NEW TRENDS IN POST-1997 ASIAN MANAGEMENT SYSTEMS AND SELECTED TOPICS ON DOING BUSINESS IN ASIA. 17. Post-Crisis Trends in Asian Management. 18. Made-in-China and Its Implications for Asian Companies. 19. The Japanese distribution system in transition. 20. Unlocking joint venture potentials in China. 21. Understanding Chinese & Japanese negotiating styles. 22. Conclusion.

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GLOBAL STRATEGIC MANAGEMENT, 2E**IE**

Mike W. Peng, The Ohio State University

Discover both sides of international business and how to prepare for the future. GLOBAL STRATEGIC MANAGEMENT, 2e International Edition, doesn't just show students what it's like for foreign businesses entering a new market; it reveals what domestic companies must do to survive foreign competition. Easy to read and full of study tools, GLOBAL STRATEGIC MANAGEMENT, helps students prepare for their exams and for their next job.

NEW TO THIS EDITION:

- The Strategy in Action sidebars, as well as the opening and closing cases, have been completely updated for this edition, providing up-to-the-minute, real-world examples of the material presented in the book.
- New to this edition are eight integrative cases; six other integrative cases have been updated.
- An up to date and expanded selection of videos from 50Lessons.com is included with this second edition of GLOBAL STRATEGIC MANAGEMENT, International Edition. A selection of videos relate directly to chapter concepts and bring the latest global business challenges from all over the world into your course through the voices of today's global business leaders. In the form of short and powerful videos, these videos capture leaders' most important learning experiences as they share their real-world business acumen.

FEATURES:

- Mike Peng wants students to recognize that business is not a static institution but a dynamic, evolving entity. He includes two or three key debates at the end of each chapter, revealing that these concepts are not set in stone and motivating students to ask thoughtful questions.
- The Savvy Strategist sections at the end of each chapter explain how concepts can and will be applied in business situations.
- Ethical challenges are presented in the sidebars and cases, and ethics-based questions appear in the discussion questions, encouraging students to consider the ethical issues involved in business today.

CONTENTS:

PART I: FOUNDATIONS OF GLOBAL STRATEGY. 1. Strategy Around the Globe. 2.

Industry Competition.3. Resources and Capabilities.4. Institutions, Cultures, and Ethics.Part I: Cases.1.1: The Japanese Bookselling Industry.1.2: AGRANA.1.3: Mattel and the Toy Recalls.1.4: How Chinese Toymakers Respond to Recalls.PART II: BUSINESS-LEVEL STRATEGIES.5. Foreign Market Entries.6. The Entrepreneurial Firm.7. Strategic Alliances and Networks.8. Global Competitive Dynamics.Part II: Cases.2.1: Competition in the Chinese Automobile Industry.2.2: Unilever's Fair & Lovely Whitening Cream.2.3: Pearl River Piano Group's International Strategy.2.4: Is A Diamond (Cartel) Forever?PART III: CORPORATE-LEVEL STRATEGIES.9. Diversifications and Acquisitions.10. Multinational Strategies, Structures, and Learning.11. Corporate Governance.12. Corporate Social Responsibility.Part III: Cases.3.1: Sunflower Company.3.2: 3i Group and Little Sheep.3.3: Building A Better Rate Trap.3.4: Have You Offset Your Own Carbon Emissions?

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INTERNATIONAL MANAGEMENT **IE**

David Ahlstrom, *The Chinese University of Hong Kong*; Garry D. Bruton, *Texas Christian University*

Unlike other international management texts that tend to be U.S.-centric, Ahlstrom and Bruton's **INTERNATIONAL MANAGEMENT**, International Edition presents core theories and models from a global perspective. By familiarizing yourself with an array of real-world, concrete models of the many educational, sociological, legal-political, and cultural differences you'll undoubtedly face during a career in international business, you'll be prepared to work in an international firm anywhere in the world.

FEATURES:

- Opening Vignettes and additional small vignettes in every chapter provide students with brief case examples of topics and issues related to international management.
- Culture boxes in each chapter help students understand cultural differences around the world and how they affect or may affect doing business.
- Ethics boxes bring ethical issues to light and encourage students to examine them.

CONTENTS:

1. Introduction.2. Culture.3. Economic/Legal/Political Environment.4. Strategy Fundamentals and Corporate Strategy.5. Business and Functional Strategy.6. International Market Entry.7. Structure of the International Firm.8. Motivation.9. Leadership.10. Human Resource Management.11. Evaluation and Control.12. Decision Making.13. Future of International Management.Glossary.Endnotes.

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New Edition!

IE

STRATEGIC INTERNATIONAL MANAGEMENT, 5E

John B. Cullen, *Washington State University*; K. Praveen Parboteeah, *University of Wisconsin - Whitewater*

This new edition of Cullen & Parboteeah uses a distinctive strategic approach to explore the global economy and the impact of managerial decisions—equipping students with a strategic mindset. The text covers all topics essential to international management, including comparative management issues, formation and implementation of strategies in the global environment, the building of strategic alliances, negotiation and cross-cultural communication, international human resource management, business ethics, and much more.

NEW TO THIS EDITION:

- Offers instructors the latest research, examples, and statistics available in multinational management, providing the most accurate and up-to-date information possible.
- Features updated figures and tables with data from GLOBE: The Global Leadership and Organizational Behavior Effectiveness Research Program, the World Values Survey, the International Social Survey Program, the World Bank's World Trade Report, the United Nations Conference on Trade and Development, and the United Nation's World Investment Report.

FEATURES:

- Remains the first international management text that uses a strategic perspective as a unifying theme to explore the global economy and the impact of managerial decisions.
- Features topics related to the global economic crisis, including the world banking crisis and the US economic bailout, and also provides enhanced coverage on transnational strategy concepts, Porter's five forces, copyright infringement, FDI, sustainability, social responsibility, and regional and global integration.
- Emphasizes the multinational activities of small business, focusing an entire chapter on the specific problems and prospects for entrepreneurs and small businesses looking to become multinational competitors.

CONTENTS:

Part I: FOUNDATIONS OF MULTINATIONAL MANAGEMENT.1. Multinational Management in a Changing World.2. Culture and Multinational Management.3. The Institutional Context of Multinational Management.4. Managing Ethical and Social Responsibility Challenges in Multinational Companies. Part II: STRATEGY CONTENT AND FORMULATION FOR MULTINATIONAL COMPANIES.5. Strategic Management in the Multinational Company: Content and Formulation.6. Multinational and Participation Strategies: Content and Formulation.7. Small Businesses and International Entrepreneurship: Overcoming Barriers and Finding Opportunities.Part III: MANAGEMENT PROCESSES IN STRATEGY IMPLEMENTATION: DESIGN CHOICES FOR MULTINATIONAL COMPANIES.8. Organizational Design.9. International Strategic Alliances:

Management and Design.10. Multinational e-Commerce: Strategies and Structures.Part IV: STRATEGY IMPLEMENTATION FOR MULTINATIONAL COMPANIES: HUMAN RESOURCE MANAGEMENT.11. International Human Resources Management.12. HRM in the Local Context: Knowing When and How to Adapt.Part V: STRATEGY IMPLEMENTATION FOR MULTINATIONAL COMPANIES: INTERACTION PROCESSES.13. International Negotiation and Cross-Cultural Communication.14. Motivation in Multinational Companies.15. Leadership and Management Behaviors in Multinational Companies.

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LABOR RELATIONS

THE LABOR RELATIONS PROCESS, 9e **IE**

William Holley, Auburn University; Roger Wolters, Auburn University

THE LABOR RELATIONS PROCESS, 9e International Edition provides you with the latest information available on current research, issues and events in labor relations. To bring this dynamic field to life, the book integrates real-world examples and quotes from practitioners. This comprehensive text examines the labor movement from its inception to current and emerging trends, including topics such as unions, labor agreements, collective bargaining, arbitration, and labor relations in government, white-collar, and international contexts. The authors give an in-depth analysis of all facets of the relationship between management and labor, including a study of the rights and responsibilities of unions and management; the negotiation and administration of labor agreements; and labor-management cooperation. Other topics explored include the results of the labor relations process, and collective bargaining issues such as healthcare costs containment, pensions, labor productivity and alternative work arrangements.

FEATURES:

- Exploring the Web exercises. Each chapter has 3-5 short assignments that encourage students to learn more about current labor relations issues by exploring relevant web sites. NOTE: this feature is not new to this edition; was in at least the previous edition; however the specific assignments are entirely new and updated for this edition.
- The Appendix features a FULLY UPDATED extended simulation with corresponding spreadsheets in the book and on the product support website.
- This text fully explores the relationship between management and labor, including an examination of the rights and responsibilities of unions and management; the negotiation and administration of the labor agreement; the results of the labor relations process, and collective bargaining issues.
- The authors provide an in-depth analysis of the labor relations process as it is carried out in different work arrangements, with comprehensive coverage of technological trends.
- Ethical issues are integrated throughout the text, and end-of-chapter class and Internet exercises stimulate learning.

CONTENTS:

Part I: RECOGNIZING RIGHTS AND RESPONSIBILITIES OF UNIONS AND MANAGEMENT.1. Union-Management Relationships in Perspective.2. Evolution of Labor-Management Relationships.3. Legal Influences.4. Unions and Management: Key Participants in the Labor Relations Process.5. Why and How Unions are Organized.Part II: THE BARGAIN PROCESS AND OUTCOMES.6. Negotiating the Labor Agreement.7. Economic Issues.8. Administrative Issues.9. Resolving Negotiation (Interest) Disputes and the Use of Economic Pressure.Part III: ADMINISTERING THE LABOR AGREEMENT.10. Contract

Administration.11. Labor and Employment Arbitration.12. Employee Discipline. Part IV: APPLYING THE LABOR RELATIONS PROCESS TO DIFFERENT LABOR RELATIONS SYSTEMS.13. Labor Relations in the Public Sector.14. Labor Relations in Multinational Corporations and in Other Countries.Appendix Collective Bargaining Negotiations Exercise: QFM Company and IWU.

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LEADERSHIP

New Edition!



IE

LEADERSHIP, 5E

Richard L. Daft, Vanderbilt University

Acclaimed author Richard Daft helps your students explore the latest thinking in leadership theory and contemporary practices at work within organizations throughout the world. This edition more closely connects theory to recent world events, such as the Wall Street meltdown, ethical scandals, and political turmoil. Students examine emerging topics, including enhancing emotional intelligence, leadership vision and courage, leading virtual teams, and open innovation.

NEW TO THIS EDITION:

- This new edition now more closely relates leadership concepts and theories to key events within today's turbulent business environment. Each thoroughly revised, updated chapter emphasizes many of the most current issues that today's leaders face, from emerging e-businesses to the use of virtual teams.
- Numerous fresh topics in this edition now address recent events, such as the Wall Street meltdown, and emerging issues, such as leadership courage as a skill.
- Popular applications and fresh learning features within each chapter now reflect the most current business information and emerging leadership trends. A variety of features — "In the Lead," "Consider This!" and "Leader's Bookshelf" — within this edition's new full-color setting help prepare students for today's emerging leadership challenges and quickly changing roles.

FEATURES:

- Experiential Exercises challenge students to apply concepts and assess personal progress.
- Chapter Opener and "In The Lead" memorable examples vividly illustrate chapter theories.
- "Leadership Bookshelf" reviews meaningful resources that build upon chapter content.
- "Consider This!" features provide memorable insights into leadership topics.

CONTENTS:

Part I: INTRODUCTION TO LEADERSHIP. 1. What Does It Mean to Be a Leader? Part II: RESEARCH PERSPECTIVES ON LEADERSHIP. 2. Traits, Behaviors, and

Relationships. 3. Contingency Approaches to Leadership. Part III: THE PERSONAL SIDE OF LEADERSHIP. 4. The Leader as an Individual. 5. Leadership Mind and Heart. 6. Courage and Moral Leadership. 7. Followership. Part IV: THE LEADER AS A RELATIONSHIP BUILDER. 8. Motivation and Empowerment. 9. Leadership Communication. 10. Leading Teams. 11. Developing Leadership Diversity. 12. Leadership Power and Influence. Part V: THE LEADER AS A SOCIAL ARCHITECT. 13. Creating Vision and Strategic Direction. 14. Shaping Culture and Values. 15. Leading Change.

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LEADERSHIP, 4E **IE**

Robert Lussier, Springfield College; Christopher Achar, University of Virginia at Wise

The most practical leadership textbook on the market, LEADERSHIP, 4th Edition uses a unique three-pronged approach-theory, application, and skill development-to make key concepts immediately relevant to today's students. The authors combine traditional theory with cutting-edge leadership topics in a concise presentation that focuses on key elements. The new edition also includes expanded coverage of culture, ethics, diversity, strategic leadership, and change management. Packed with real-world examples, the text illustrates how successful leaders have dealt with challenges, as well as provides students with step-by-step models for effectively handling leadership functions. Numerous skill-building exercises foster leadership skills students can immediately start applying to their personal and professional lives-including communication and critical-thinking skills.

NEW TO THIS EDITION:

- **UPDATED!** Opening Case Applications: Thoroughly updated for the Fourth Edition-including several new cases-Opening Case Applications begin each chapter with the profile of a dynamic leader and the challenges he or she has faced, followed by several questions that prime students for the studies ahead.
- **EXPANDED!** Organizational Leadership Coverage: Reflecting reviewer feedback, Part 3 of the text has been expanded to four chapters to allow for more in-depth coverage of such important topics as culture, ethics, diversity, strategic leadership, and change management.
- **NEW!** Communications Skills: Added to the end of each chapter, new communications skills questions give students practice communicating their thoughts and help sharpen their critical thinking skills.
- **NEW!** Video Cases: The Fourth Edition includes all-new video cases. These videos show real businesses dealing with issues that are discussed in the text. The video cases add variety in the classroom presentation and stimulate students to learn about organizations, teams, and leadership.
- **AACSB Skills and Competencies:** Each Skill-Building Exercise now identifies the AACSB skills and competencies to be practiced through completion of the exercise.

FEATURES:

- **Step-by-Step Models:** Several sets of how-to steps for handling day-to-day leadership functions are integrated into the context of the chapter or skill-building exercises, giving students a proven model to follow.
- **Application Exercises:** Numerous hands-on exercises enable students to put chapter concepts into action in their personal lives. "Work Applications" ask students to apply concepts to their own work experiences, while "Applying the Concept" features require learners to identify the concept illustrated in a short example.
- **End-of-Chapter Cases:** As students consider dilemmas facing real managers and organizations, they get personal experience putting chapter concepts into action-as well as learn how actual leaders have applied these principles to meet their challenges. Many of the cases are new for the Fourth Edition.

- **Skill-Builders:** Self-Assessment Exercises in every chapter help students gain insight into their own leadership skills and aptitudes, while end-of-chapter Skill-Building Exercises help readers develop leadership skills they can employ immediately.

CONTENTS:

PART 1: INDIVIDUALS AS LEADERS 1. Who is a Leader? 2. Leadership Traits and Ethics. 3. Leadership Behavior and Motivation. 4. Influencing: Power, Politics, Networking, and Negotiation. 5. Contingency Leadership Theories. **PART 2: TEAM LEADERSHIP.** 6. Communication, Coaching, and Conflict Skills. 7. Leader/Follower Relations. 8. Team Leadership and Self-Managed Teams. **PART 3: ORGANIZATIONAL LEADERSHIP.** 9. Charismatic and Transformational Leadership. 10. Leadership of Culture and Diversity, and the Learning Organization. 11. Strategic Leadership and Managing Crises and Change.

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LEADERSHIP, 6E **IE**

Andrew J. DuBrin, Rochester Institute of Technology

The Sixth Edition of LEADERSHIP: RESEARCH FINDINGS, PRACTICE AND SKILLS helps students understand leadership principles and hone their leadership skills through a thoughtful balance of essential theory and real-world applications. The text provides a strong practical foundation by introducing leaders they can relate to and reinforcing their knowledge with frequent skill-building activities. Key updates include new opening vignettes and end-of-chapter cases, numerous additional skill-building exercises, and an enhanced student companion site with new Knowledge Bank activities and self-assessments.

NEW TO THIS EDITION:

- **New Leader in Action** boxes describe the leadership practices, behaviors, and personal attributes of real-world leaders students are likely to know and relate to, and each box concludes with questions relating the leader to key concepts from the current chapter.
- **Integrated** throughout the text, new Leadership Self-Assessment and Leadership Skill-Building Exercises help students understand and develop key leadership skills, while Internet Skill-Building Exercises at the end of each chapter suggest sources for more information on important topics and encourage students to consider their real-world applications.
- **New opening vignettes** introduce nearly every chapter by illustrating concepts and theories students will encounter as they read, providing a useful real-world context to help students approach the material more effectively and master it more readily.
- **Most end-of-chapter case problems, skill-building exercises, and examples** are either new or thoroughly updated, and they feature a more diverse selection of leaders likely to appeal to today's students, including leaders outside the corporate limelight, middle managers from large firms, small-business owners, and leaders in professional sports.
- **To better promote student learning,** the end-of-chapter content now includes several new guidelines for action and skill-building, while an enhanced companion Web site features more extensive Knowledge Bank activities and interactive self-assessments for leaders.

FEATURES:

- **Interesting and highly relevant real-life and hypothetical examples** throughout the text illustrate key concepts and theories to help students better understand the material and appreciate its practical applications.
- **Special features** such as Guidelines for Action and Skill-Development and Leadership Portfolio provide students with practical, step-by-step guidance to help them become more effective leaders.

- Two Leadership Case Problems in each chapter illustrate major themes covered in the text by presenting interesting, relevant real-life examples and providing associated activities to help students develop their own leadership knowledge and skills.
- Knowledge Bank Exercises present additional opportunities for students to learn about leadership through self-directed research; special notations in the margin indicate topics in the text that correlate with each Knowledge Bank activity.

CONTENTS:

1. The Nature and Importance of Leadership. 2. Traits, Motives, and Characteristics of Leaders. 3. Charismatic and Transformational Leadership. 4. Leadership Behaviors, Attitudes, and Styles. 5. Contingency and Situational Leadership. 6. Leadership Ethics and Social Responsibility. 7. Power, Politics, and Leadership. 8. Influence Tactics of Leaders. 9. Developing Teamwork. 10. Motivation and Coaching Skills. 11. Communication and Conflict Resolution Skills. 12. Creativity, Innovation, and Leadership. 13. International and Culturally Diverse Aspects of Leadership. 14. Strategic Leadership and Knowledge Management. 15. Leadership Development and Succession.

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ORGANIZATIONAL LEADERSHIP WITH LEADERSHIP IN ORGANIZATIONS CD-ROM

John Bratton, University of Calgary; Keith Grint, Oxford University; Debra Nelson, Oklahoma State University

Organizational Leadership examines the concepts, issues, and practices that comprise the core of organizational leadership from a global and interpretive perspective. Underpinning its story with a mixture of description, analysis, and critique, Bratton/Grint/Nelson achieves a distinct point of view by examining leadership through a variety of prisms and by giving competing and globally diverse viewpoints equal shares in the debate. Two components unique to this text are its global outlook and its interactive CD-ROM, which includes interviews with academics and practitioners, self-assessments, and case studies. Companies profiled in the case studies are Ziba Design (Portland Oregon), Pamela Rodgers Chevrolet (Detroit, Michigan), Calgary Police Service, Banff Springs Hotel, the Body Shop and Volvo Cars.

FEATURES:

- Chapter Openers: Comprehensive set of chapter lead-in content consists of chapter outlines, lists of learning objectives, epigraphs, short vignettes, and short chapter introductions.
- View CD-ROM: Text mirrors the accompanying CD-ROM, with content flagged for the reader via short in-text sidebars.
- Leadership in Organizations CD-ROM: Free with NEW text. This interactive CD-ROM allows the user to receive additional information on key content areas, take interactive self assessments, and analyze six different case studies.
- Reflective Questions: Reflective questions are noted in the margins so that users can check their understanding as they go along and immediately apply what they are reading.
- End-of-Chapter Pedagogy: Summaries, Questions for Discussion and Review, Projects, and annotated Further Readings involve users in a range of follow-up applications.
- InfoTrac® College Edition: Four-month subscription to InfoTrac free with purchases of NEW texts.

CONTENTS:

PART 1. LEADERSHIP AS PROCESS. 1. Introduction to Leadership. PART 2. THE CONTEXT. 2. Globalization, Organizational Design, and Context. 3. Management and Leadership. PART 3. THE LEADER. 4. Classical Views of Leadership. 5. Leadership, Power, and Inertia. 6. Early Theories of Leadership. 7. Contingency Theories of Leadership. 8. Gender and Leadership. 9. Charismatic and Transformational Leadership. PART 4. THE FOLLOWERS. 10. Followers and Leadership. 11. Followers in Work Groups and Work Teams. 12. Communicating with Followers. Epilogue. References.

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THE LEADERSHIP EXPERIENCE IN ASIA

Ghee Soon Lim, National University of Singapore; Richard L. Daft, Vanderbilt University

The Leadership Experience in Asia is the Asian adaptation of The Leadership Experience by Daft. It integrates both micro and macro approaches to leadership and brings advanced concepts and practices of the leadership experience, most of which originated in the West, to within reach of anyone who wants to lead effectively in Asia. By plugging into models of effective leadership, it demonstrates how the numerous leadership concepts and international practices can be applied in Asia.

FEATURES:

- SELF-LEARNING: Facilitated by easy-to-read explanations and clearly demarcated topics.
- CURRENT THEORIES: The theory presentation in each chapter has been thoroughly updated to represent the latest thinking about leadership theory and practice.
- OPENING CASE: Actual case that occurred in Asia precedes each chapter. While the cases took place in Asia, the leader featured may be Asian or non-Asian, e.g. Oracle's Larry Ellison in China and Microsoft's Bill Gates in India.
- LEADERSHIP DEVELOPMENT CASE: At the end of each chapter highlights real key leadership instances and allows the learner to apply what has been learned.
- LEADERSHIP DIAGNOSTIC SURVEY: An accompanying booklet consisting self-assessment tools for learners to complete before he or she starts to read the details of the chapters.

CONTENTS:

PREFACE. CONTENTS. PART I – INTRODUCTION TO LEADERSHIP. 1. What Does It Mean to Be a Leader? PART II – RESEARCH PERSPECTIVES ON LEADERSHIP. 2. Traits, Behaviors, and Relationships. 3. Contingency Approaches. PART III – THE PERSONAL SIDE OF LEADERSHIP. 4. The Leader as an Individual. 5. Leadership Mind and Heart. 6. Courage and Moral Leadership. 7. Followership. PART IV – THE LEADER AS RELATIONSHIP BUILDER. 8. Motivation and Empowerment. 9. Leadership Communication. 10. Leading Teams. 11. Developing Leadership Diversity. 12. Leadership Power and Influence. PART V – THE LEADER AS SOCIAL ARCHITECT. 13. Creating Vision and Strategic Direction. 14. Shaping Culture and Values. 15. Designing and Leading a Learning Organization. 16. Leading Change. LEADERSHIP SURVEY SURVEY Booklet: 16 Self Assessment Tests (to accompany the textbook)

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ORGANIZATION DEVELOPMENT

ORGANIZATION DEVELOPMENT AND CHANGE, 9E

IE

Thomas Cummings, University of Southern California; Christopher G. Worley, Pepperdine University

Market-leading ORGANIZATION DEVELOPMENT AND CHANGE, 9e International Edition blends theory, concepts and applications in a comprehensive and clear presentation. The authors work from a strong theoretical foothold and apply behavioral science knowledge to the development of organizational structures, strategies, and processes.

NEW TO THIS EDITION:

- To better reflect the current status of many organizations, Chapter 10 offers expanded coverage of learning during change and Chapter 12 includes a more detailed analysis of virtual teams.
- Part V, Human Resource Interventions, has been completely revised and expanded. The original two chapters have been expanded to three chapters on Performance Management (Chapter 17), Developing Talent (Chapter 18), and Managing Workforce Diversity and Wellness (Chapter 19).
- The two strategic intervention chapters have been expanded to three chapters, with totally new sections on organization design (Chapters 20 and 22). Based on the authors' own research, Chapter 25 has been thoroughly revised.

FEATURES:

- This text is designed to facilitate the learning of organization development (OD) theory and interventions.
- Each chapter describes actual situations in which different OD techniques or interventions were used. These applications provide students with a chance to see how OD is practiced in organizations.
- The authors have included cases at the end of each major part in the book to permit a more in-depth discussion of the OD process.
- Throughout the book, there are references to websites related to the organizations discussed.

CONTENTS:

1. General Introduction to Organization Development. Part I: OVERVIEW OF OD. 2. The Nature of Planned Change. 3. The Organization Development Practitioner. Part II: THE PROCESS OF ORGANIZATION DEVELOPMENT. 4. Entering and Contracting. 5. Diagnosing Organizations. 6. Diagnosing Groups and Individuals. 7. Collecting and Analyzing Diagnostic Information. 8. Feeding Back Diagnostic Information. 9. Designing Interventions. 10. Managing Change. 11. Evaluating and Institutionalizing Interventions. Cases: Kenworth Motors, Peppercorn Dining, Sunflower Incorporated. Initiating Change in the Manufacturing and Distribution Division of PolyProd. Evaluating the Change Agent Program at Siemens Nixdorf (A). Part III: HUMAN PROCESS INTERVENTIONS. 12. Interpersonal and Group Process Approaches. 13. Organization Process Approaches. Cases: Lincoln Hospital, Ben and Jerry's. Part IV: TECHNO-STRUCTURAL INTERVENTIONS. 14. Restructuring Organizations. 15. Employee Involvement. 16. Work Design. Cases: City of Carlsbad (A), C&S Wholesale Grocers. Part V: HUMAN RESOURCE INTERVENTIONS. 17. Performance Management. 18. Developing Talent. 19. Managing Workforce Diversity and Wellness. Cases: Employee Benefits at HealthCo Sharpe BMW. Part VI: Strategic Change Interventions. 20. Transformational Change. 21. Continuous Change. 22. Transorganization Change. Cases: Fourwinds Marina Leading Strategic Change at DaVita. Part VII: SPECIAL APPLICATIONS OF ORGANIZATION DEVELOPMENT. 23. Organization Development in Global Settings. 24. Organization Development in Health Care, Family Businesses, School Systems, and the Public Sector. 25. The Future of Organization Development. Integrative Cases: B.R. Richardson Timber Products, Black & Decker International.

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ORGANIZATION THEORY

EXPERIENTIAL EXERCISES IN ORGANIZATION THEORY AND DESIGN, 2E

H. Eugene Baker-III, University of North Florida; Steven Paulson, University of North Florida

This supplemental text of exercises is designed for the Organization Theory course found in the Management department. It is sometimes also offered in public administration and graduate-level education programs.

FEATURES:

- Consistent Organization: Each exercise consists of three parts: (1) objectives stating the desired outcomes (2) process presenting the step-by-step instructions and; (3) feedback, addressing questions for an individualized debriefing of the exercise.
- The text is broken into ten chapters covering key topics, each chapter includes approximately three exercises.
- Correlation Guide: The Instructor's Manual and web site includes a chart correlating the exercises in this text with the appropriate chapters in Daft, Organization Theory and Design, and texts from several other publishers.

CONTENTS:

1. Overview Of Organization Theory. 2. Strategy, Design And Effectiveness. 3. Organization Structure. 4. Environment. 5. Technology. 6. Size, Life Cycle And Control. 7. Culture And Ethics. 8. Innovation And Change. 9. Decision-Making. 10. Conflict, Power And Politics.

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UNDERSTANDING THE THEORY AND DESIGN OF ORGANIZATIONS, 10E

IE

Richard Daft, Vanderbilt University

Daft's best-selling UNDERSTANDING THE THEORY AND DESIGN OF ORGANIZATIONS, 10E, International Edition presents a captivating, compelling snapshot of contemporary organizations and the concepts driving their success that will immediately engage any reader. Recognized as one of the most systematic, well organized texts in the market, UNDERSTANDING THE THEORY AND DESIGN OF ORGANIZATIONS, 10E, International Edition helps both future and current managers thoroughly prepare for the challenges of today's business world. This thorough revision showcases some of today's most current examples and research alongside time-tested principles. Readers see how many of today's well-known organizations thrive amidst a rapidly changing, highly competitive, international environment. Proven and new learning features provide opportunities for readers to apply concepts and refine personal business skills and insights.

NEW TO THIS EDITION:

- NEW "MANAGING BY DESIGN" QUESTIONS INSTANTLY ENGAGE STUDENTS: These new, engaging questions immediately grab your students' attention, giving them a unique opportunity to actively participate with the

IE

ORGANIZATIONAL BEHAVIOR

FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOR, 4E

IE

Andrew DuBrin, Rochester Institute of Technology

FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOR is a brief, yet very applied, text that blends concise explorations of organizational behavior with managerial insight, self-assessment, skill development, and prescription. Designed principally for instructors who supplement their instruction, FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOR is also ideal for short courses, executive education programs, and unique courses that survey organizational behavior issues or combine them with those of organizational theory, strategy, marketing, human resources, or management.

NEW TO THIS EDITION:

- All new Organizational Behavior in Action boxes. These boxes highlight illustrative examples of real-world companies and managers putting organizational behavior ideas into play. This feature showcases the chapter material, allowing students to see how the theories and ideas they study apply to the outside business world.
- New Chapter! Chapter 10: Teams and Teamwork. This new chapter expands on the Teamwork coverage from the third edition. Topics included are team learning orientation, collective problem solving, team coaching, and managing on-site and virtual teams.
- 8 new videos, available for viewing online at <http://thomsonedu.com/management/dubrin>, demonstrate the usefulness of organizational behavior knowledge at a diverse range of organizations, such as Fannie Mae, Cannondale, Le Meridien, and Timberland.

FEATURES:

- Learning Objectives introduce the major themes of each chapter and provide a framework for study.
- Definitions of boldfaced key terms are highlighted in the text and are reinforced at the end of each chapter and in an end-of-book glossary.
- Opening Vignettes explore real organizational issues, highlighting the stake all types of organizations have in using human capital well.
- Organizational Behavior in Action boxes describe the actions of managers and professionals in dealing effectively with the human aspects of management, making visible the connection between theory and practice.
- Self-Assessments and Skill-Development Exercises support self-directed learning while driving the connections between research, theory, and practice down to the personal level. They not only provide a point of departure for students in understanding and valuing their own individual attitudes and behaviors but also serve to create an ongoing dialogue as each assessment and exercise can be returned to many times over the course of a semester.
- End-of-chapter Case Problems illustrate major themes of the chapter and are suitable for individual or group analysis. Case Problems are uniquely designed to complement this text and include relevant follow-up discussion questions and links to related Web sites when appropriate.

CONTENTS:

Preface. PART 1: INTRODUCTION TO ORGANIZATIONAL BEHAVIOR. 1. The Nature and Scope of Organizational Behavior. PART 2: THE INDIVIDUAL IN THE ORGANIZATION. 2. Individual Differences, Mental Ability, and Personality. 3. Learning, Perception, and Attribution. 4. Attitudes, Values, and Ethics. 5. Individual Decision Making and Creativity. 6. Foundation Concepts of Motivation. 7. Motivational Methods and Programs. PART 3: GROUPS AND INTERPERSONAL RELATIONS. 8. Interpersonal Communication. 9. Group Dynamics. 10. Teams and Teamwork. 11. Leadership in Organizations. 12. Power, Politics, and Influence.

chapter content as they complete a three short opinion questions related to the chapter's topics.

- NEW "ASSESS YOUR ANSWER" FEATURES PROVIDE MEANINGFUL BUSINESS CONTEXT: At appropriate places throughout the chapter, your students re-visit and review their "Managing by Design" question and answer from the beginning of the chapter. This in-depth analysis of previous answers allows them to place the information within the context of what they've already learned in the chapter.
- NEW "HOW DO YOU FIT THE DESIGN?" SELF-TESTS PLACE STUDENTS IN MANAGEMENT ROLES: Now you can give your students an opportunity to visualize themselves in the position of manager. These unique questionnaires connect the student's personal preferences to chapter material to heighten interest and show relevance of the concepts.
- "IN PRACTICE" EXAMPLES DEMONSTRATE THEORY IN ACTION: This edition contains many new "In Practice" examples that illustrate theoretical concepts in organizational settings. Many examples are international, and all are based on real organizations. New In Practice cases used within chapters include Samsung Electronics, eBay, The Salvation Army, Axiom Global, Univision, Google, Semco, AT&T, the World Bank, Threadless, Carilion Health Systems, Apple, Matsushita Electric, Herman Miller, and Great Ormand Street Hospital for Children.

FEATURES:

- "BOOK MARKS" EMPHASIZE CURRENT ISSUES THROUGH INSIGHTFUL BOOK REVIEWS: Unique "Book Mark" book reviews throughout this edition reflect current concerns of today's managers in actual leading organizations. These insightful reviews detail how companies are dealing with the challenges of today's changing environment.
- "WORKBOOK" EXERCISES PROVIDE HANDS-ON EXPERIENCE: Proven and popular Workbook exercises in each chapter provide an opportunity for students to gain more experience working hands-on with the chapter's content.
- "MANAGER'S BRIEFCASE" HIGHLIGHTS HOW TO APPLY CONCEPTS: Conveniently located in the chapter margins, this practical feature clearly demonstrates to your students how to use the chapter's concepts to analyze cases and, ultimately, manage organizations most effectively.
- "CASE FOR ANALYSIS" ENCOURAGES IN-DEPTH THINKING: Driven by intriguing situations in real businesses, these end-of-chapter cases highlight significant chapter concepts. They are extremely valuable in guiding student analysis and prompting meaningful classroom discussion.
- INTEGRATIVE CASES IMMEDIATELY INVOLVE STUDENTS: Engaging Integrative Cases at the end of this edition highlight familiar organizations and encourage students to discuss and apply numerous organization concepts.

CONTENTS:

PART 1. INTRODUCTION TO ORGANIZATION THEORY AND DESIGN. 1. Organizations. PART 2. ORGANIZATIONAL STRATEGY AND STRUCTURE. 2. The Arrangement of Reporting Relationships. 3. Strategy and Effectiveness. PART 3. EXTERNAL FACTORS AND DESIGN. 4. Relationships between Organizations. 5. Global Organization Design. 6. The Impact of Environment. PART 4. MANAGING ORGANIZATIONAL PROCESSES. 7. Organizational Conflict and Politics. 8. Organizational Decision-Making. 9. Corporate Culture and Values. 10. Organizational Innovation. PART 5. INTERNAL FACTORS AND DESIGN. 11. Information and Control Processes. 12. Organization Size and Life Cycle. 13. Workplace Technology and Design.

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13. Conflict, Stress, and Well Being. PART 4: THE ORGANIZATIONAL SYSTEM AND THE GLOBAL ENVIRONMENT. 14. Organization Structure and Design. 15. Organizational Culture and Knowledge Management. 16. Organizational Change. 17. Cultural Diversity and International Organizational Behavior. Glossary. Index.

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FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOR: MANAGING PEOPLE AND ORGANIZATIONS

Ricky W. Griffin, Texas A&M University; Gregory Moorhead, Arizona State University

Fundamentals of Organizational Behavior is a comprehensive, concise text designed to equip future managers with an understanding of the basic foundations of behavior. The text uses an applied learning approach to illustrate the core themes. Case studies, interactive exercises, and topics for discussion based on real-life scenarios are among the tools employed to help students make the transition from textbook learning to real-world decision making.

FEATURES:

- Contemporary content culled from popular press and academic research is used to provide historical background for major topics and explore how these topics remain relevant to modern management.
- The "OB online" feature encourages students to reach beyond the text to find organizations or other resources on the Web that expound upon the issues discussed in the chapter.
- End-of-section case studies, highlighting companies such as Southwest Airlines, Wheelworks, Denver Broncos, Bakers' Best, and General Mills summarize the core concept of the section and provide a clear example of the theory in practice. Studies are accompanied by a video that professors may choose to air in class.

CONTENTS:

Note: Each chapter includes Organizational Behavior Case for Discussion, Experiencing Organizational Behavior, Self-Assessment Exercise, OB Online, and Building Managerial Skills. I. Introduction to Organizational Behavior. 1. An Overview of Organizational Behavior and Management. 2. Global and Workforce Diversity. 3. Foundations of Individual Behavior. 4. Motivation in Organizations. 5. Job Design and Work Structures. 6. Goal Setting, Performance Management, and Rewards. 7. Communication in Organizations. 8. Group Dynamics. 9. Using Teams in Organizations. 10. Leadership Models and Concepts. 11. Leadership and Influence Processes. 12. Decision Making and Negotiation. 13. Organization Design. 14. Organizing Culture. 15. Organization Change and Development.

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INTERNATIONAL DIMENSIONS OF ORGANIZATIONAL BEHAVIOR, 5E

Nancy J. Adler, McGill University

The world of organizations is no longer defined by national boundaries--and neither are today's successful business leaders. Stay ahead of the curve with INTERNATIONAL DIMENSIONS OF ORGANIZATIONAL BEHAVIOR, the proven and respected text that breaks down the conceptual, theoretical, and practical boundaries limiting our ability to understand and work with people in countries and cultures around the world. Adler's hallmark approach views global complexity as neither unpredictable nor random; rather, she

demonstrates that variations across cultures and their impacts on organizations follow systematic, predictable patterns. With a blend of substance and readability, INTERNATIONAL DIMENSIONS OF ORGANIZATIONAL BEHAVIOR is both authoritative and richly detailed.

NEW TO THIS EDITION:

- This Fifth Edition features expanded and updated discussions of the impact of the Internet and new technologies on cross-cultural management.
- The authors include new research and examples from around the world.
- This edition includes a Film Index with descriptions of and information about how to get the films. With the Fifth Edition the authors highlight places where videos may be used appropriately for further learning. Nancy Adler has participated in several highly regarded video programs that enhance the study of work beyond national boundaries.

FEATURES:

- INTERNATIONAL DIMENSIONS OF ORGANIZATIONAL BEHAVIOR includes numerous case studies, applications, and examples, but is still a concise and manageable 10 chapters.
- The text examines a wide range of cultures: Asian, African, Eastern and Western European, North and South American, and Middle Eastern.
- The United States is frequently used as a reference point and as a point of comparison since most of today's management literature is U.S.-based.
- Adler and Gunderson examine cross-cultural entry and reentry transitions from the employee's perspective.
- The authors discuss the role of women as international managers and global leaders.
- The authors provide essential insight to the benefits and drawbacks of pursuing global careers.

CONTENTS:

Part One: THE IMPACT OF CULTURE ON ORGANIZATIONS. Part Two: LEVERAGING CULTURAL DIVERSITY. Part Three: MANAGING GLOBAL MANAGERS. Epilogue. Film Notes. Index.

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INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR

David Knights, University of Exeter; Hugh Willmott, University of Cambridge

This eagerly awaited new textbook from David Knights and Hugh Willmott explores the key topics of introductory OB courses but addresses them in a distinctive way by: (1) Centralizing students' experience - a basic assumption of the text is that students already know a good deal about work organizations; (2) Recognizing that knowledge of organization(s) is not independent of people's preoccupations and priorities and, in this sense, is politically charged; (3) Appreciating how OB draws from a number of academic disciplines, (e.g. sociology, politics, psychology, and economics), and is therefore multidisciplinary; and (4) Considering how the interrelated concepts of power, identity, knowledge, freedom, inequality and insecurity provide a framework for analyzing aspects of OB.

FEATURES:

- Presents a selective approach to OB, rather than the more typical, exhaustive featured in most OB textbooks, concentrating on the traditional key OB topics and a number of emerging issues of crucial importance to OB.
- Crucially, each chapter is divided into two parts, the first part looks at the

mainstream perspectives on a particular topic, and the second part looks at the topic from a more critical perspective - answering the increasing demands of tutors that students should really think about OB studies.

- The book introduces an integrating framework based upon six core concepts - power, identity, knowledge, freedom, inequality, and insecurity - from which to discuss all the topics. Most other OB texts lack such an integrating framework.

CONTENTS:

PART I: THE HUMAN DIMENSION. 1. Individual Differences, Personality and Self - Damian O'Doherty. 2. Motivation and the Self - John Roberts. 3. Managing People - Deborah Kerfoot. 4. Groups and Teams - Alessia Contu. 5. Knowledge, Skill and Learning - Andrew Sturdy. PART II: THE ORGANIZATIONAL DIMENSION. 6. Organization, Management and Leadership - David Knights and Hugh Willmott. 7. Politics and Decision Making - Pam Odih. 8. Culture and Symbolism - Jo Brewis. 9. Change and Innovation - Frank Worthington. 10. Technology - Theo Vurdubakis. PART III: EMERGENT ISSUES. 11. Strategy and the Global Economy, Ecology and the Environment- Glenn Morgan. 12. Bureaucracy and Post-Bureaucracy - Chris Grey. 13. Values at Work: Ethics and Regulation - Edward Wray-Bliss. Summary and Conclusions - David Knights and Hugh Willmott.

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MANAGING FOR THE FUTURE, 3E

Organizational Behavior and Processes

Deborah Ancona, Sloan School of Management, Massachusetts Institute of Technology; Thomas Kochan, Sloan School of Management, Massachusetts Institute of Technology

Managing for the Future is an innovative approach to teaching organizational behavior based on the course at the Massachusetts Institute of Technology. The text first presents the new organization, examining it through strategic, political, and cultural lenses. Then the role and impact of teams and central issues facing the organization itself are explored. The last section of the text focuses on skills--the goal being not only to present the new organization but also illustrate how students can become better actors within it. Each of the 14 modules provides many instructional options through cases, readings, exercises and projects. Managing for the Future's modular format allows for even greater flexibility, allowing instructors to select only the topics they need to suit their course needs. Managing for the Future's flexible design and its' experiential-based approach make the text and appealing choice for today's MBA students.

NEW TO THIS EDITION:

- Leadership Module: A new module on leadership has been added in the 'skills' section, exploring the impact and responsibilities of leaders.
- Core and Elective Coverage: Each module is divided into two parts. The "core" includes information and exercises essential to the topic while "elective" includes additional topics and activities that are options for further enrichment.

FEATURES:

- Instructor Support: The instructor's modules provide step-by-step guides to implementing the content into the course.
- Customization: The modular format allows you to select and provide to students only the topics needed. Contact Thomson Custom Publishing or your local representative for more information.

CONTENTS:

PART I 1. The Language of Business 2. Keeping Score 3. Measuring Business Activities 4. Planning for Profitability 5. Strategy, Profit Analysis, and Cost Behavior 6. The Budgeting Process-Planning Business Activities 7. Organizational Structure and Performance Evaluation 8. Performance Measurement and Coordination of Multi-Divisional Organizations 9. Corporate Financial Reporting-Operations and Financial Position 10. Corporate Financial Reporting-Cash Flows, Financial Analysis, and Valuation 11. Information Reliability, Risk Assessment, and Internal Control PART II 12. Accounting Systems 13. Revenues and Customer Relations 14. Purchasing and Inventory Management 15. Human Resources and Intangibles 16. Costing Methods for Batch Manufacturing or Service Activities 17. Costing Methods for Continuous-Process Manufacturing or Service Activities 18. Time Value of Money 19. Capital Investment Decisions 20. Financing and Long Term Investments 21. Summary and Conclusions.

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New Edition!

IE

MANAGING ORGANIZATIONAL BEHAVIOR, 10E

Gregory Moorhead, Arizona State University; Ricky W. Griffin, Texas A&M University

This reader-oriented text helps equip students with the skills and solid understanding to meet the management challenges of a new century. The book's applied approach balances classic management ideas with the most recent OB developments and contemporary trends, such as the effects of the recession; how to manage people in these challenging times; the new role of stress on motivation and leadership; and effects of downsizing.

NEW TO THIS EDITION:

- ALL NEW CHAPTER OPENING CASES: Compelling "Opening Vignettes" -all of which are new in this edition- encourage immediate, active participation and thought as students examine popular organizations making news today, such as Eddie Bauer, Cirque du Soleil, snopes.com, J.P. Morgan, and Goldman Sachs.
- NEW EXAMPLES THROUGHOUT EACH CHAPTER: Give your students a captivating look at some of the most pressing topics in organizational behavior today as two boxed inserts per chapter -half of which are new in this edition- address technology, change, globalization, ethics, and diversity.
- NEW END-OF-CHAPTER EXERCISES: New end-of-chapter exercises provide critical practice and opportunities for application. "Experiencing OB," "Building Managerial Skills" (9 of 19 are new), and "Self-Assessments," (8 of 19 are new), offer students an opportunity to apply the skills they have learned.
- NEW integrative case provides an in-depth, lively look at management situations within Netflix.
- New integrated boxed inserts explore the latest issues in organizational behavior today: Give your students a captivating look at some of the most pressing topics in organizational behavior today as two boxed inserts per

chapter -address technology, change, globalization, ethics, and diversity.

- New and revised end-of-chapter exercises provide critical practice and opportunities for application.

FEATURES:

- Fresh “Closing Cases” examine OB practices within companies are familiar to and engaging for students: Captivate your students from the beginning to end of each chapter as all of the intriguing “Closing Cases” in this edition are new.
- Themed boxed inserts equip students to deal with people and change: Boxed inserts within each chapter illustrate concepts in action in actual business and organizational settings -- from the large and well known to a variety of smaller organizations.
- “Discussion Questions” stimulate interactive learning: Proven “Discussion Questions” at the end of each chapter encourage interaction among students and provide a practical guide to help complete the study of chapter concepts.

CONTENTS:

PART I: FOUNDATIONS OF ORGANIZATIONAL BEHAVIOR. 1. Introduction to Organizational Behavior. 2. The Dynamic Environment. PART II: ORGANIZATIONS AND INDIVIDUALS. 3. Behavior of Individuals. 4. Motivation of Individuals. 5. Individual Performance. 6. Rewarding Individual Performance. 7. Stress Management. 8. Problem Solving & Decision Making. PART III: GROUPS IN ORGANIZATIONS. 9. Group and Interpersonal Behavior. 10. Organizations and Teams. 11. Organizations and Communication. 12. Leadership. 13. Modern Perspectives on Leadership. 14. Politics, Power and Justice. 15. Conflict and Resolution. PART IV: PROCESSES IN ORGANIZATIONS. 16. Structure in Organizations. 17. Design. 18. Culture. 19. Development and Change.

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New!

IE

ORGANIZATIONAL BEHAVIOR

Tools for Success, International Edition

Jean M. Phillips, Rutgers University; Stanley M. Gully, Rutgers University

ORGANIZATIONAL BEHAVIOR, International Edition is ideal for launching or advancing future managers' careers. The book's practical approach eliminates “so what?” moments as students clearly see the immediate value of what they're learning and its impact on their daily personal and professional experiences. Focused self-assessments and self-improvement opportunities help students evaluate and refine today's most effective OB skills.

This unique book acknowledges the significant impact of technology on productivity today, highlighting both technology resources and their effects on business. A comprehensive support package, complete with CengageNOW online teaching system and innovative decision-making videos, helps students focus on the most important skills of successful leadership.

FEATURES:

- CHAPTER-OPENING VIGNETTES HIGHLIGHT ACTUAL CHALLENGES FACING INDIVIDUALS OR ORGANIZATIONS: Each chapter begins with a captivating opening vignette that describes how a person or organization is facing a real challenge or problem related to the chapter's content.
- “UNDERSTAND YOURSELF” FEATURES ENABLE STUDENTS TO ASSESS PERSONAL OB SKILLS.
- UNIQUE “MANAGING YOUR CAREER” CHAPTER POSITIONS STUDENTS TO MAXIMIZE THEIR CAREER SUCCESS: The book's final chapter, “Managing Your Career,” sets your students up for career success, as students gain a better understanding of what they need or want from a career or job. Students learn important interviewing techniques, how to make the best personal career choices, and what to look for in today's organizations.
- “GLOBAL ISSUES” HIGHLIGHT THE INTERNATIONAL IMPLICATIONS OF TODAY'S OB CONCEPTS: Your students gain a truly global perspective of OB concepts at work as engaging “Global Issues” in each chapter emphasize the global implications of topics that the chapter discusses.

CONTENTS:

PART I: THE ORGANIZATIONAL BEHAVIOR CONTEXT. 1: What is Organizational Behavior? 2: Diversity. PART II: INDIVIDUAL EFFECTIVENESS. 3: Individual Differences I: Demographics, Personality, and Intelligence. 4: Individual Differences II: Self-Concept, Learning Styles, and Types of Fit. 5: Attitudes, Values, Moods, and Emotions. 6: Perception, Attributions, and Fairness. 7: Motivating Behavior. PART III: SOCIAL INTERACTIONS. 8: Communicating. 9: Making Decisions. 10: Power, Influence, and Politics. 11: Managing Conflict and Negotiating. PART IV: GROUPS, TEAMS, AND LEADERSHIP. 12: Group Behavior and Effective Teams. 13: Leading. PART V: ORGANIZATIONAL DESIGN, ORGANIZATIONAL CHANGE, AND CAREER MANAGEMENT. 14: Organizational Structure and Design. 15: Organizational Culture and Organizational Change. 16: Managing Your Career.

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ORGANIZATIONAL BEHAVIOR, 3E **IE**

Integrating Individuals, Groups and Organizations

Joseph Champoux, The University Of New Mexico

ORGANIZATIONAL BEHAVIOR: INTEGRATING INDIVIDUALS, GROUPS AND ORGANIZATIONS, THIRD EDITION is a well-organized introduction to the current field of organizational behavior with in-depth coverage of the most critical concepts. Its practical approach shows the power of organizational behavior theory for understanding one's behavior and the behavior of others in any organization. Although firmly grounded in behavioral science theory and research, the text is not a compendium of research findings. Champoux includes examples and builds frameworks that make the material clear and easy to understand. The concise format allows the text to be used as a primer or to be supplemented with additional cases, readings, or exercises. More interactive than in previous editions, this text provides students with several online features to reinforce their knowledge of chapter content with exercises, practice and other learning opportunities.

CONTENTS:

PART I. INTRODUCTION: THE CONTEXT OF MODERN ORGANIZATIONAL BEHAVIOR AND MANAGEMENT. 1. Introduction and Historical Background. 2. The Context of the Organizations (Diversity, Quality, Technology, International). 3. Ethics and Behavior in Organizations. 4. Organizational Culture. PART II. INDIVIDUAL PROCESSES IN ORGANIZATIONS. 5. Perception, Attitudes, and Personality. 6. Organizational Socialization. 7. Motivation: Need Theories. 8. Motivation: Cognitive and Behavioral Theories and Techniques. 9. Intrinsic

Rewards and Job Design. PART III. GROUP AND INTERPERSONAL PROCESSES IN ORGANIZATIONS. 10. Groups and Intergroup Processes. 11. Conflict in Organizations. 12. Leadership and Management. PART IV. ORGANIZATIONAL PROCESSES. 13. Communication Processes. 14. Decision-Making and Problem-Solving Processes. 15. Power and Political Behavior. 16. Stress in Organizations. PART V. ORGANIZATIONAL DESIGN, ORGANIZATION CHANGE, AND THE FUTURE. 17. Organizational Design. 18. Organizational Change and Development. 19. Future Directions of Organizations and Management.

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ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT, 4E

John Martin, University of Hull

Today's organizations are undergoing immense change and Organizational Behaviour and Management, 4th Edition is changing with them to provide a cutting-edge introduction for all modern courses. Martin Fellenz has joined John Martin in comprehensively reorganizing and updating the text, guided by the very latest developments in theory and industry. Informed by the latest research, Martin & Fellenz walk carefully through the fundamental topics with a focus on key issues – globalization and culture, ethics and corporate social responsibility, competitive pressures, and organizational change – to leave students with a practical and open-minded grasp of organizational behaviour in the twenty-first century.

FEATURES:

- A new issues-based approach focused on the current challenges and turbulence facing organizations, introduced through a new scene-setting chapter: Organizational behaviour and current management challenges.
- Linking with this new chapter, four boxed features now appear in every chapter to reinforce the main themes of globalization and culture, ethics and corporate social responsibility, competitive pressures, and organisational change
- Based on extensive market feedback, the table of contents has been mapped to the latest course requirements and, amongst a host of major revisions, includes an important new concluding chapter: Relationships, fairness and trust
- Every chapter concludes with an integrating case study crafted specifically for Martin & Fellenz, while the full range of organizational settings are used throughout the text including: Lloyds Banking Group, changes in policing organizations, Pret A Manger, Amnesty International, doing business in Nigeria, and the challenges of small business
- Employee Perspective and Management in Action boxes in every chapter further encourage students to examine organizational behaviour from multiple perspectives and settings
- A new CengageNOW version of Martin & Fellenz provides a powerful online teaching and learning resource for students and lecturers

CONTENTS:

Part 1: Organizational behaviour and the challenges facing management. Chapter One: Introducing management & organizational behaviour. Chapter Two: Organizational behaviour and current management challenges. Part 2: Individuals in organizations. Chapter 3: Personality and individual difference. Chapter 4: Perception, attribution and attitude formation. Chapter 5: Motivation Part 3: Interactions in Organizations. Chapter 6: Leading and managing. Chapter 7: Groups and teams. Chapter 8: Communication and decision making. Chapter 9: Conflict and negotiation. Part 4: Formal systems and arrangements in organizations. Chapter 10: Organisation structure. Chapter 11: Organizational technology. Chapter 12: Control and job design. Chapter 13: HRM and organizations. Part 5: Informal systems and dynamics within organizations Chapter 14: Organizational culture. Chapter 15: Power, influence and politics. Chapter 16: Relationships, fairness and trust.

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New Edition!

ORG B, 2E (with Review and Subscription Cards)

Debra L. Nelson, Oklahoma State University; James Campbell Quick, The University of Texas at Arlington

Student-tested and faculty-approved, ORGB is an innovative approach to teaching organizational behavior. This brief paperback includes a suite of learning aids to accommodate the busy and diverse lifestyles of today's learners, including downloadable flash cards, videos, MP3 review podcasts, and quick quizzes that allow students to study wherever they are and whenever they have time. Designed to reach today's students, ORGB says it all in four letters, reflecting how this unique solution speaks in the language of today's learner. ORGB started with student conversations, focus groups, interviews, surveys, and input from faculty members like you. This innovative approach unites research and the authors' unique approach in a visually rich, yet professional design that reads like a business periodical. ORGB provides a streamlined, concepts-driven format with optional exercises, cases, and applications found in the supplement package, which you can use depending on your students' needs. Choose ORGB for the unique principles of management solution that you and your students have created together.

NEW TO THIS EDITION:

- **NEW CHAPTER VIDEOS ON DVD, ONLINE, AND IN THE INSTRUCTOR'S MANUAL:** This edition's video package offers two updated video choices for each chapter that immediately engage students and jump start classroom discussion.
- **NEW CASES HELP UPDATE YOUR COURSE:** Six new leading organizations -- CarMax, Research in Motion (RIM), Nordstrom's, Facebook, Deloitte, and IKEA -- are highlighted as Focus Companies in this edition's cases.
- **NEW INSTRUCTOR PREP CARD "What's New in ORGB2" MAKE TRANSITIONS EASY:** In the back of each Instructor's Edition, you will find a detachable "What's New in ORGB2" Prep Card. Containing information outlining which specific content has been updated from the first edition of ORGB, this card makes the transition to the second edition easy for you.

FEATURES:

- An innovative combination of content delivery both in print and online provides a core text and a wealth of comprehensive multimedia teaching and learning assets based on input from student focus groups and surveys, and from interviews with over 100 faculty. Cases, exercises, and end-of-chapter materials that research indicated students did not use consistently are now available online or in your Instructor's Manual, allowing you to introduce what is most appropriate for your course.
- Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course. The book's brief, sophisticated presentation uses numerous photos,

visuals, and contemporary examples in a design that encourages students to read and reference the book. Streamlined chapters averaging 18 pages invite students to read manageable sections without minimizing coverage of your course. Content is distilled to the best core principles.

- A full suite of unique learning tools that appeal to different learning styles is available to students with the purchase of a new book. Quizzes, audio chapter review podcasts, video clips, and more are only a click away. All of the content and resources you expect with a supplements package is also available online including the Instructor's Manual, Test Bank, and PowerPoint slides.

CONTENTS:

Part I: INTRODUCTION. 1. Organizational Behavior and Opportunity. 2. Challenges for Managers. Part II: INDIVIDUAL PROCESSES AND BEHAVIOR. 3. Personality, Perception, and Attribution. 4. Attitudes, Emotions, and Ethics. 5. Motivation at Work. 6. Learning and Performance Management. 7. Stress and Well-Being at Work. Part III: INTERPERSONAL PROCESS AND BEHAVIOR. 8. Communication. 9. Work Teams and Groups. 10. Decision Making by Individuals and Groups. 11. Power and Political Behavior. 12. Leadership and Followership. 13. Conflict and Negotiation. Part IV: ORGANIZATIONAL PROCESSES AND STRUCTURE. 14. Jobs and the Design of Work. 15. Organizational Design and Structure. 16. Organizational Culture. 17. Career Management. 18. Managing Change.

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New Edition!

IE

PRINCIPLES OF ORGANIZATIONAL BEHAVIOR, 13E

Don Hellriegel, Texas A&M University; John Slocum, Southern Methodist University

Using the most unique approach to organizational behavior today, Slocum/Hellriegel's PRINCIPLES OF ORGANIZATIONAL BEHAVIOR, 13E, International Edition equips readers to become high performance managers in today's business world. Readers gain a solid foundation in organizational behavior with this competency-based approach. Students assess and maximize their personal skills within the context of today's organizational behavior as they learn to master seven core managerial competencies most important for success — managing self, ethics, communication, diversity, across cultures, teams, and change. This edition combines classic theory with contemporary research and emerging trends to establish a clear connection between OB theory and contemporary practice. Actual business cases and interactive exercises demonstrate how effective leaders use key competencies to lead.

NEW TO THIS EDITION:

- EXPLORE THE IMPORTANCE OF ETHICS TODAY WITH A NEW CHAPTER AND EXPANDED COVERAGE. Now you can introduce the growing

importance of ethics in business today with a new Chapter 2 that highlights ethical concepts and concerns crucial to all employees and organizational leaders. Nine new Ethical Competency features introduce students to a variety of challenging ethical situations in well-known organizations. Ethics-driven, end-of-chapter exercises and cases require students to determine and act upon ethical decisions.

- ENGAGE STUDENTS AND ENCOURAGE DISCUSSION WITH FRESH NEW CASES AND MEMORABLE REAL EXAMPLES. Fifteen "Learning From Experience" Chapter-Opening Cases highlight challenges facing employees and leaders in familiar organizations. Many end-of-chapter Critical Thinking Cases and Experiential Exercises offer fresh perspectives on incidents within a variety of organizations.
- PRESENT THE MOST CURRENT THINKING AND CONTEMPORARY THEORY WITH THE LATEST EXAMPLES AND TRENDS. All chapter content — including research citations, references, and figures — reflects the latest perspectives with accuracy you can trust. Updated materials exemplify the most recent OB thinking and contemporary theory. You can easily present current developments and their affects on employees and leaders around the globe, from the impact of Twitter and Facebook to the failure of General Motors and the rise of developing nations, such as India.
- INVOLVE STUDENTS IN ACTIVE LEARNING WITH THE LATEST APPLIED THEORY FEATURES. Virtually all-new "Competency Boxes" within each chapter of this edition showcase how real organizations use OB theory today. New "Insights" illustrate how significant business leaders use OB theory while actual memorable examples exemplify effective management at work.
- MAKE CONCEPTS MEMORABLE WITH BIZFLIX POPULAR HOLLYWOOD FILM CLIPS. Captivating, brief clips from some of Hollywood's most popular movies, such as In Good Company and Friday Night Lights, with accompanying video cases illustrate OB concepts from the text in action. Corresponding questions provide opportunities for critical analysis and discussion. Fourteen of the seventeen BizFlix videos are new in this edition.

FEATURES:

- EQUIP STUDENTS TO BECOME HIGH PERFORMANCE MANAGERS WITH THIS UNIQUE COMPETENCY APPROACH. Your students will find content personally relevant and meaningful with this book's one-of-a-kind emphasis. Students learn to master the seven core managerial competencies most important for becoming an effective business leader. More than 30 individual, team, and organizational assessments guide them in improving their effectiveness in today's competitive market. Students can re-assess personal strengths and compare their progress to professionals as they progress through the course.
- STRENGTHEN CRITICAL THINKING SKILLS AND ENSURE STUDENT UNDERSTANDING WITH INTERACTIVE END-OF-CHAPTER ACTIVITIES. An emphasis on applications and active learning throughout proven end-of-chapter activities helps students retain and better understand chapter concepts. Meaningful assessment questionnaires, critical thinking cases, and experiential exercises filled with examples from today's leading organizations help students examine topics more closely and relate what they've learned to core managerial competencies.
- PROVIDE A SOLID OVERVIEW OF BUSINESS MANAGEMENT TODAY WITH INTEGRATED CASES. Engaging Integrating Cases at the end-of-text draw from a variety of concepts and competencies throughout the book, requiring students to apply what they've learned to realistic situations. Students improve critical and analytical thinking skills as they gain a realistic understanding of how to apply the seven core competencies to challenges in business today.
- ENCOURAGE ENTHUSIASM FOR LEARNING WITH THIS EDITION'S ENGAGING, DYNAMIC VISUALS. Clarify concepts for students with this edition's inviting, action-driven presentation full of proven learning aids. Students more easily understand and retain principles with this edition's updated, colorful, engaging photos, figures, and tables.

CONTENTS:

Part I. Introduction and Ethical Foundations. 1. Learning about Organizational Behavior. 2. Individual and Organizational Ethics. Part II. The Individual in Organizations. 3. Understanding Individual Differences. 4. Perceptions and

Attributions. 5. Learning Concepts to Improve Performance. 6. Motivating Employees. 7. Motivation: Goal Setting and Reward Programs. 8. Workplace Stress and Aggression. Part III. Leadership and Team Behaviors. 9. Interpersonal Communication in Organizations. 10. Leadership Effectiveness: Foundations. 11. Leadership Effectiveness: New Perspectives. 12. Developing and Leading Teams. 13. Managing Conflict and Negotiating Effectively. Part IV. The Organization. 14. Managerial Decision Making. 15. Organization Design. 16. Cultivating Organizational Culture. 17. Managing Organizational Change. Part V. Integrating Cases.

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New Edition!

IE

PRINCIPLES OF ORGANIZATIONAL BEHAVIOR: REALITIES & CHALLENGES, 7E

Debra Nelson, Oklahoma State University; James Quick, University of Texas at Arlington

The latest edition of this leading text clearly demonstrates how organizational behavior theories and research apply to companies today with engaging cases, meaningful exercises, and examples that include six new focus companies students will instantly recognize. The authors present foundational organizational behavior topics, such as motivation, leadership, teamwork, and communication. Readers also examine emerging issues, such as the theme of change as well as globalization, diversity, and ethics. The authors anchor the book's multifaceted approach in both classic research and leading-edge scholarship. Timely examples from all types of organizations reflect today's most current trends. Self-assessments and other interactive learning opportunities encourage each reader to grow and develop -- both as an individual and as an important contributor to an organization.

FEATURES:

- **SIX FASCINATING NEW FOCUS COMPANIES** . Six new leading organizations -- CarMax, Research in Motion (RIM), Nordstrom's, Facebook, Deloitte, and IKEA -- are highlighted as Focus Companies throughout this edition's "Thinking Ahead" and "Looking Back" chapter features.
- **NEW CONTEMPORARY TOPICS** . New material in this edition addresses developing topics of growing importance in today's business world, such as sustainability and "green" business practices. You'll find all aspects of this edition reflect the latest concerns and developments in today's leading organizations.
- **NEW AND UPDATED "SCIENCE" AND "THE REAL WORLD" BOXES** . Show your students the science upon which today's organizational behavior is based and how organizational behavior actually impacts today's companies.
- **NEW "ETHICAL DILEMMAS" AND "DIVERSITY DIALOGUES"** . Engaging "Ethical Dilemmas" with accompanying questions at the end of each chapter encourage your students to carefully consider what is right and wrong in

organizations today. Diversity Dialogue vignettes provide brief explanations with thought-provoking discussion questions to spark conversation about an aspect of diversity related to the chapter's content.

- **"THINKING AHEAD" AND "LOOKING BACK" FEATURES** . Engaging "Thinking Ahead" features open and establish a context for each chapter, while corresponding "Looking Back" features frame the chapter with a closing vignette. Key Focus Companies that are interesting to students are consistently featured and depict OB principles at work within manufacturing and service, profit and not-for-profit, and large and small organizations.

CONTENTS:

Part I: INTRODUCTION.1. Organizational Behavior and Opportunity.2. Challenges for Managers. Part II: INDIVIDUAL PROCESSES AND BEHAVIOR.3. Personality, Perception, and Attribution.4. Attitudes, Emotions, and Ethics.5. Motivation at Work.6. Learning and Performance Management.7. Stress and Well-Being at Work. Part III: INTERPERSONAL PROCESS AND BEHAVIOR.8. Communication.9. Work Teams and Groups.10. Decision Making by Individuals and Groups.11. Power and Political Behavior.12. Leadership and Followership.13. Conflict and Negotiation. Part IV: ORGANIZATIONAL PROCESSES AND STRUCTURE.14. Jobs and the Design of Work.15. Organizational Design and Structure.16. Organizational Culture.17. Career Management.18. Managing Change.

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PRINCIPLES OF MANAGEMENT

A PRIMER FOR MANAGEMENT, 2E

Michael P. Dumler, Illinois State University; Steven J. Skinner, University of Kentucky

A PRIMER FOR MANAGEMENT, 2E is a concise introduction to the roles and responsibilities of management. After understanding the management environment, readers will explore the critical functions of management: planning, organizing, leading, and controlling.

FEATURES:

- **Functional Organization**: The text takes a traditional functional approach first by introducing the management environment and then the classic management functions: planning, organizing, leading, and controlling. This traditional arrangement is a logical presentation of material for the reader and makes it easy to integrate into any course.
- **Key Terms & Definitions** help clarify important text content and are noted in the bottom corner of the page on which they appear.
- **Discussion Questions** encourage class participation and reinforce key concepts for each chapter.
- **Videos**: Each chapter includes two short videos to illustrate (1) the main points through clips from popular films and (2) how real businesses apply management principles.
- **Management Highlights**: There are Management Highlight features in each chapter--that spotlight critical information or tools--giving this important information greater emphasis for the reader.
- **Suggested Readings**: For students interested in learning more about the topic presented in the chapter, a small selection of additional readings is provided at the end of each chapter.

CONTENTS:

Part One: MANAGING AND THE ENVIRONMENT. 1. Management and Managers. 2. History of Management. 3. The Management Environment, Social Responsibility, and Ethics. 4. The Global Management Environment. Part Two: PLANNING. 5. Decision Making. 6. Planning. 7. Strategy. Part Three: ORGANIZING. 8. Organizational Structure and Design. 9. Job Analysis, Design,

and Redesign. 10. Human Resource Management. Part Four: LEADING. 11. Individual Behavior. 12. Motivation. 13. Leadership. 14. Interpersonal and Organizational Communications. 15. Groups, Processes, and Teams in Organizations. Part Five: CONTROLLING. 16. Control Systems. 17. Managing Organizational Change and Development.

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COMPETENCY-BASED MANAGEMENT, 11E

Don Hellriegel, Texas A&M University; Susan E. Jackson, Rutgers University; John W. Slocum Jr, Southern Methodist University

Hellriegel/Jackson/Slocum's MANAGEMENT: A COMPETENCY-BASED APPROACH, 11e is a unique text which blends theory, applications and innovation to prepare students with the skills most critical for management success today. The text's solid presentation of today's management principles and proven, interactive learning features throughout the book focus on six managerial competencies--self-management, strategic action, planning and administration, global awareness, and teamwork. The authors developed these competencies based on input from hundreds of successful managers in business of all types and sizes to help students streamline their personal managerial development.

NEW TO THIS EDITION:

- New Ethical Challenge features-- While ethics have always received significant coverage, this new Ethical Challenge within each chapter highlights specific ethical dilemmas based on actual business situations and emphasizes the significant impact of ethical issues on today's managerial topics.
- Stronger alignment with AACSB Standards--The authors now align this edition's competency-based approach even more closely with the core competencies identified by the AACSB. You can easily monitor student proficiency in AACSB core competencies with Test Bank questions that are identified by their corresponding AACSB standards to help you evaluate student progress in these key areas.
- New Challenge of Managing chapter openers--These current real-world events--with all-new content in this edition, feature managers using the managerial competencies within well-known companies, such as Xerox, Symantec, MTV, and Lowe's. These intriguing openers set the stage for chapter topics and are effective for launching class discussions or whetting students' appetites for concepts that follow.
- New Video Package--Two sets of videos for each chapter include unique BizFlix Video Cases that highlight clips from popular Hollywood films, such as 8 Mile, Casino, or Apollo 13 to illustrate and connect management concepts from the text to situations familiar to students. On the Job Videos focus on real businesses, such as Pepsi, Lonely Planet and PF Chang's and detail how they apply management principles with behind-the-scenes insights into decisions and actions. Teaching notes and recommended exercises included in the Instructor's Manual give you flexibility in assigning.

FEATURES:

- Focus on six Core Managerial Competencies--This book's unique, competency-based approach presents the foundation of management principles while highlighting six core managerial competencies--self-management, strategic action, multicultural, teamwork, planning and administration, and communication--developed based on input from hundreds of managers in all types and sizes of businesses. This approach, strengthened with each edition, encourages students to develop and demonstrate their personal managerial competencies through a student-oriented, integrated learning system, organizational example and concise scenarios that illustrate the use of the competencies, discussion questions, experiential exercises and intriguing cases.
- Snapshots Margin Quotes-- Four significant quotes within the margin of each

chapter connect chapter concepts to everyday life in today's organizations with unique insights and implications related to the text material.

- Integrated Learning System-- This easy-to-use system clearly identifies the text content and features by the book's Learning Goals, making it easy to locate key information to study or review a specific concept.

CONTENTS:

Part 1: AN OVERVIEW OF MANAGEMENT. 1. Developing Managerial Competencies. 2. Learning from the History of Management Thought. Part 2: MANAGING IN TURBULENT ENVIRONMENTS. 3. Ethics and Social Responsibility. 4. Assessing the Environment. 5. Managing Globally. 6. Fostering Entrepreneurship. Part 3: PLANNING AND CONTROL. 7. Formulating Plans and Strategies. 8. Fundamentals of Decision Making. 9. Using Planning and Decision Aids. 10. Achieving Organizational Control. Part 4: ORGANIZING. 11. Designing Organizations. 12. Guiding Organizational Change and Innovation. 13. Managing Human Resources. Part 5: LEADING. 14. Motivating Employees. 15. Dynamics of Leadership. 16. Communicating Effectively. 17. Working in Teams. 18. Understanding Organizational Culture and Cultural Diversity.

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New Edition!

IE

EFFECTIVE MANAGEMENT, 5E

Chuck Williams, University of the Pacific

Discover how Chuck does management like no one else with Chuck Williams's EFFECTIVE MANAGEMENT, 5E. No one else puts strong management theories into practice right before your eyes like master story-teller and award-winning educator and author Chuck Williams. Whether you prefer to listen, see, read or act, you'll find the learning style or combination of learning approaches that appeal to you within this innovative, streamlined text and media-driven package. Intriguing visuals and practical learning features delve beyond mere memorization, as you explore individual and group decision making, examine ethical practices, and even inventory personal management abilities with new Self-Assessments. Videos examine management challenges within well-known organizations or explore short scenes from major motion pictures that demonstrate management principles in action.

NEW TO THIS EDITION:

- Immediately engage your students with Real to Reel Video choices. Management Workplace videos take an in-depth look into daily operations and management issues inside well-known organizations, such as Flight 001, Recycline, and Scholfield Honda. BizFlix videos present short clips from popular Hollywood movies, such as Doomsday and In Bruges, to visually connect abstract management concepts to concepts familiar to students.
- Management Team Decision exercises give your students practical experience working in real management teams to solve situational workplace dilemmas.

- Engaging, track able, and affordable, the new Management CourseMate website offers a dynamic way to bring course concepts to life with interactive learning, study, and exam preparation tools that support this printed edition of the text.

FEATURES:

- Integrated Self-Assessments Personalize Management Skills help students gain a better understanding of their personal management potential with an entire suite of self-assessments.
- “What Would You Do?” Chapter-Opening Cases Present Management at Its Best—Students begin each chapter with much more than a simple read, as all-new engaging cases place them into active roles as managers within well-known organizations. Students experience, first-hand, actual management issues as intriguing chapter-opening cases personalize dilemmas and highlight common managerial challenges related to chapter content. Solutions appear in the Instructor’s Manual, giving you flexibility to assign these as cases or to use them to launch class lectures.
- No one else captivates your students with strong management theories put into practice like master story-teller and award-winning educator Chuck Williams. Chuck weaves the latest management stories and intriguing examples throughout this edition to help students connect management theory and application in a way they both understand and enjoy.
- In the midst of today’s conflicting and ever-changing research results, “What Really Works?” features in each chapter use the meta-analysis research tool (a study of studies) to analyze conflicting or multiple theories.

CONTENTS:

Part I: INTRODUCTION TO MANAGEMENT. 1. Management. 2. Organizational Environments and Cultures. 3. Ethics and Social Responsibility. Part II: PLANNING. 4. Planning and Decision Making. 5. Organizational Strategy. 6. Innovation and Change. 7. Global Management. Part III: ORGANIZING. 8. Designing Adaptive Organizations. 9. Managing Teams. 10. Managing Human Resource Systems. Part IV: LEADING. 11. Motivation. 12. Leadership. 13. Managing Communication. Part V: CONTROLLING. 14. Control. 15. Managing Information. 16. Managing Service and Manufacturing Operations.

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New Edition!

10e

MANAGEMENT, 10E

Ricky W. Griffin, Texas A&M University

Introduce management using the book that has already helped almost two million students prepare for successful business careers. Griffin’s *MANAGEMENT: PRINCIPLES AND PRACTICES, 10e*, International Edition combines classic theory, current research, a student-friendly presentation, and memorable examples to present both traditional management coverage and the newest emerging management topics. This edition examines the latest on organizational justice and negotiation as well as the impact of the 2008-2009 economic recession and global warming on business. The book’s well-organized,

inviting approach organized around the functions of management helps students strengthen their management skills with an effective balance of theory and practice using numerous proven learning features. Hundreds of well-researched popular examples — from well-known Coca-Cola to emerging companies, such as Google and Facebook, as well as smaller and non-profit organizations — underscore that strong management is critical to success in any type of organization.

FEATURES:

- NEW “TOUGH TIMES, TOUGH CHOICES” FEATURE REFLECTS TODAY’S MOST TIMELY MANAGEMENT CHALLENGES. Help your students relate to some of today’s most current management issues as these timely boxed inserts expand on a variety of emerging topics related to chapter material.
- ALL-NEW BOXED FEATURES HIGHLIGHT TODAY’S MOST INTRIGUING OR EMERGING MANAGEMENT ISSUES. Focus students’ attention on topics of increasing interest or importance in management today with these engaging boxed features throughout this edition. “Ethics in Action” boxes examine the increasing importance of ethics, while “Working with Diversity” boxes stress the role of diversity in organizations. “Management Tech” boxes emphasize new technology and its role in management.
- NEW “BUILDING SKILLS” EXERCISES HELP FUTURE MANAGERS HANDLE CRITICAL SITUATIONS. These useful exercises, at least one of which is new in each chapter, give your students valuable insights into approaching various management situations most effectively. The exercises, which build upon the overall managerial skills framework from the book’s first chapter, give students hands-on opportunities to improve their personal management skills for a strong future.
- REVISED “TEST PREPPER” QUIZZES HELP STUDENTS GAUGE THEIR UNDERSTANDING OF CHAPTER CONCEPTS. These brief, helpful true-false and multiple-choice quizzes strategically placed at the end of each chapter, with corresponding answers at the end of the text, help students check their comprehension as they progress. “Test Prepper” quizzes help students focus study and better retain material for exams.
- UPDATED “CONCEPT CHECKS” HELP ENSURE MASTERY OF CONCEPTS. This edition’s popular Concept Checks at the end of each major section provide the ideal, quick mini-review for students with a list of all major points covered in the section. Students check their understanding of basic facts and concepts in addition to honing their critical thinking and analytical skills.
- UPDATED SUMMARIES OF LEARNING OBJECTIVES AND KEY POINTS PROVIDE LISTS FOR QUICK STUDENT REVIEW. This edition replaces traditional paragraph-form summaries with bulleted lists that make it easier for your students to quickly key concepts scan and study in a time-effective manner.

CONTENTS:

PART I. AN INTRODUCTION TO MANAGEMENT.1. Managing and the Manager’s Job.2. Traditional and Contemporary Issues and Challenges. PART II. THE ENVIRONMENTAL CONTEXT OF MANAGEMENT.3. The Environment and Culture of Organizations.4. The Ethical and Social Environment.5. The Global Environment.6. The Multicultural Environment. PART III. PLANNING AND DECISION MAKING.7. Basic Elements of Planning and Decision Making.8. Managing Strategy and Strategic Planning.9. Managing Decision Making and Problem Solving.10. Managing New Venture Formation and Entrepreneurship. PART IV. THE LEADING PROCESS.11. Basic Elements of Individual Behavior in Organizations.12. Managing Employee Motivation and Performance.13. Managing Leadership and Influence Processes.14. Managing Interpersonal Relations and Communication.15. Managing Work Groups and Teams. PART V. THE ORGANIZING PROCESS.16. Basic Elements of Organizing.17. Managing Organization Design.18. Managing Organization Change and Innovation.19. Managing Human Resources in Organizations. PART VI. THE CONTROLLING PROCESS.20. Basic Elements of Control.21. Managing Operations, Quality, and Productivity.22. Managing Information and Information Technology.

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New Edition!

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MANAGEMENT ESSENTIALS, 9E

Andrew DuBrin, Rochester Institute of Technology

Focus on the fundamental principles and practices of effective management today with DuBrin's comprehensive, yet concise, MANAGEMENT ESSENTIALS, 9E, International Edition. This brief but thorough new edition functions both as a solid introduction for new students or an in-depth review of core concepts and the latest research and applications for working professionals.

Written from the first edition as an essentials text, this book is not a condensation of a larger text, but provides concise, complete coverage that clearly translates the latest research, theories, and management experiences into actual practice. The author's proven functional approach introduces the role of a manager and today's managerial environment before exploring critical topics in planning, organizing, leading, and control.

NEW TO THIS EDITION:

- **NEW COVERAGE OF EMERGING TOPICS PREPARES STUDENTS TO MANAGE IN DIFFICULT AND CHANGING TIMES.** All of the chapters reflect the latest developments, management research, and today's most current management trends. This edition now discusses key emerging topics that instructors and students have requested most, including sustainability and environmental concerns, managing in difficult and changing times, dealing with employee morale, managing a diverse workforce, working in teams, and other topics of growing importance.
- **NEW EMPHASIS ON ETHICS SHOWS STUDENTS HOW TO HANDLE TODAY'S MOST CHALLENGING ETHICAL DILEMMAS.** New coverage throughout Chapter 3 examines unethical decisions and moral issues; discusses ethical temptations such as extraordinary compensation; and reviews of ethics involved when deceiving investors, using the memorable example of Bernard L. Madoff.
- **NEW DISCUSSION OF INTERNATIONAL TRADE ISSUES PREPARES STUDENTS FOR GLOBAL BUSINESS CHALLENGES.** New coverage in Chapter 2 demonstrates how future managers can cope with the dangerous and defective products involved in international trade.
- **NEW COVERAGE OF CORPORATE SOCIAL RESPONSIBILITY OFFERS STUDENTS MEMORABLE PERSPECTIVES.** New discussion within this edition thoroughly explores the cognitive, linguistic, and conative components of corporate social responsibility. Expanded coverage also addresses environmental protection as a social responsibility.
- **NEW MATERIAL ON SOCIAL MEDIA EQUIPS STUDENTS TO USE THIS GROWING TOOL IN BUSINESS.** This edition highlights the use of social media as a communication channel within the organization (Ch. 12) as well as an important tool in customer relationships (Ch. 14).
- **NEW PERSPECTIVES ON CREATIVITY, INNOVATION AND TECHNOLOGY PREPARE STUDENTS TO PERFORM AT THEIR BEST.** This edition explores the latest developing technology, such as cloud computing (Ch. 14), and its impact on management and the inner workings of organizations today. Additional coverage highlights tips on increasing creativity (Ch. 5) and demonstrates

how controls can limit innovation (Ch. 15).

CONTENTS:

PART 1: INTRODUCTION TO MANAGEMENT. 1. What Is the Manager's Job? 2. Cultural Diversity and International Management. 3. Social Responsibility and Ethics. Part I: CASES. **PART II: PLANNING.** 4. Planning Essentials. 5. Decision Making and Problem Solving. 6. Techniques for Planning and Decision Making. Part II: CASES. **PART III: ORGANIZING.** 7. Work Schedules and Job Design. 8. Structure, Culture, and Change in Organizations. 9. Talent and Human Resource Management. Part III: Cases. **PART IV: LEADING.** 10. Leadership. 11. Motivation. 12. Communicating within Organizations. 13. Working In Teams and Work Groups. Part IV CASES. **PART V: CONTROLLING.** 14. Technology and e-Commerce. 15. Control Essentials. 16. How to Manage Ineffective Performers. Part V: CASES. **PART VI: MANAGING FOR PERSONAL EFFECTIVENESS.** 17. Managing Stress and Enhancing Personal Productivity. Part VI: CASES.

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New Edition!

IE

MANAGEMENT FUNDAMENTALS, 6E

Ricky W. Griffin, Texas A&M University

Provide your students with the strong theoretical and functional framework they need for success in management today with this brief option that gives you the flexibility to integrate your own cases, exercises and projects throughout your course. MANAGEMENT FUNDAMENTALS, 6E, International Edition from respected leading management author Ricky Griffin invites students into the study of management with a dynamic approach efficiently organized around the functions of management.

Students strengthen their management skills with a proven balance of theory and practice as well as numerous, engaging learning features. New and revised "First Things First" opening vignettes draw students into each chapter, while clear learning objectives and chapter outlines, summaries of key points and key terms, and numerous student-oriented skill applications and new cases keep students focused and actively learning. New "Tough Times, Tough Choices" features reflect today's emerging management topics and challenges, including the economic crisis and energy crisis. New "Building Skills" exercises equip future managers to handle some of today's most critical business situations.

NEW TO THIS EDITION:

- **NEW "TOUGH TIMES, TOUGH CHOICES" FEATURE REFLECTS TODAY'S MOST TIMELY MANAGEMENT CHALLENGES.** Help your students relate to today's most current management issues as these timely boxed inserts expand on a variety of emerging topics related to chapter material. Students examine today's economic crisis, the energy crisis, workplace security issues after 9/11, and other contemporary management challenges.

- NEW “BUILDING SKILLS” EXERCISES HELP FUTURE MANAGERS HANDLE CRITICAL SITUATIONS. These useful exercises, at least one of which is new in each chapter, give students valuable advice on how to approach various management situations most effectively. The exercises build upon the overall managerial skills framework from the book’s first chapter and give students hands-on opportunities to improve personal management skills.
- NEW AND REVISED “FIRST THINGS FIRST” CHAPTER-OPENING VIGNETTES INTRODUCE KEY MANAGEMENT TOPICS. Engaging real-world scenarios open each chapter, capturing students’ attention with unforgettable examples from recognizable organizations, such as Coca-Cola, Genetech, Facebook.com, Craigslist, and Abercrombie and Fitch. Corresponding “You Make the Call” end-of-chapter exercises place students in a consulting role, while referring back to the chapter-opening vignettes.

FEATURES:

- ALL-NEW BOXED FEATURES HIGHLIGHT TODAY’S MOST INTRIGUING CHALLENGES OR EMERGING MANAGEMENT ISSUES. Focus students’ attention on topics of increasing interest or importance in management today with these engaging boxed features throughout this edition. “Ethics in Action” boxes examine the increasing importance of ethics while “Management Tech” boxes highlight new technology and its role in management.
- PRACTICAL, MANAGEABLE APPROACH PROVIDES SOLID THEORETICAL FRAMEWORK. This concise text by well respected, experienced author Ricky Griffin provides a strong theoretical, yet functional, framework for the study of management. The text combines streamlined discussion with engaging pedagogical tools and student-focused, skill-development applications. This book’s lively, current content and variety of materials answer the need for a more flexible approach to management education.
- SUMMARIES OF LEARNING OBJECTIVES AND KEY POINTS PROVIDE LISTS FOR QUICK STUDENT REVIEW. This edition replaces traditional paragraph-form summaries with bulleted lists that make it easier for students to quickly key concepts scan and study in a time-effective manner.
- HANDS-ON EXERCISES GUIDE STUDENTS IN APPLYING THE CONCEPTS LEARNED IN EACH CHAPTER. Each meaningful chapter concludes with a Skills Self-Assessment Instrument and Experiential Exercise. These valuable tools help students apply what they’ve learned in the chapter.

CONTENTS:

PART I: AN INTRODUCTION TO MANAGEMENT. 1: Managing and the Manager? Job. 2: The Environment and Culture of Organizations. PART II: PLANNING. 3: Basic Elements of Planning. 4: Managing Decision Making and Problem Solving. 5: Managing Strategy and Strategic Planning. PART III: ORGANIZING. 6: Managing Organization Structure and Design. 7: Managing Organization Change and Innovation. 8: Human Resources Management in Organizations. PART IV: Controlling. 9: The Elements of Control. 10: Operations, Quality, and Productivity. PART V: LEADING. 11: Individual Behavior in Organizations Basic. 12: Managing Employee Performance and Motivation. 13: Leadership and Its Impact on Influence Processes. 14: The Role of Organizational Communication. 15: Teams and Groups.

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New Edition Available in June 2011!

MANAGEMENT FUNDAMENTALS, 4E **IE**

CONCEPTS, APPLICATIONS, SKILL DEVELOPMENT

Robert Lussier, *Springfield College*

Using a three-pronged approach of concepts, applications, and skill development, this text provides students with a solid foundation of management concepts and real skills they can use in the workplace. Through a variety of thought-provoking applications, Lussier challenges students to think critically and apply concepts to their own experiences. Proven skill-building exercises, behavioral models, self-assessments, and group exercises throughout the text help students realize their own managerial potential.

NEW TO THIS EDITION:

- Ideas on Management: Opening vignettes have been refocused and now represent short introductions to the very best kind of thinking managers at a variety of real-world businesses do daily to move their organizations forward. Examples of companies profiled are GE, Gap, Frito-Lay and Powell City of Books. Through these short vignettes, new students of management begin to see how successful managers continually develop ideas and demonstrate business skills that lead to marketplace accomplishments.
- Join the Discussion Ethics and Social Responsibility Boxes: Inside every chapter new boxed essays on issues of ethics and social responsibility have been added.

FEATURES:

- Learning Outcomes: At the start of each chapter conceptual priorities, stated as learning outcomes, are highlighted. Later, as chapters unfold, learning outcomes are repeated so that students are aware of the pedagogical support underlying each outcome, ensuring that they always stay connected to the chapter’s core concepts.
- Objective Cases: A short real-world case is included in every chapter to test students’ analytic and problem-solving skills. A range of application questions - multiple choice, true-false, short essay - concludes each case and ensures that case issues are thoroughly explored.
- Review and Discussion Questions: A selection of questions for review and discussion accompanies each chapter to test comprehension and the ability to think critically about basic concepts.

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MANAGEMENT, 5E **IE**

Challenges for Tomorrow’s Leaders

Pamela Lewis, *Queens University of Charlotte*; Stephen Goodman, *University of Central Florida*; Patricia Fandt, *University of Washington, Tacoma*

Succeeding as a leader in the organization of today and tomorrow requires a special set of management skills and competencies. Organizations are being restructured and redesigned to be lean, flexible, and adaptable to change; leaders in all areas and at all levels of the organization are expected to be proactive, team-oriented, and focused on results; and diversity in the workforce has become the rule rather than the exception. MANAGEMENT: CHALLENGES FOR TOMORROW’S LEADERS exposes students to these new challenges and contemporary issues that the leaders of today and tomorrow will continually face.

This book includes a number of features designed to prepare students

to be leaders in this new millennium: (1) meeting the challenges inherent in a dynamic, rapidly changing business environment, (2) developing the competencies and skills that leaders will need in the future, (3) bridging the gap between management theory and practice, and (4) responding to the contemporary management trends that will affect both organizations and managers in the 21st century.

NEW TO THIS EDITION:

- We've added a new supplement--Service Learning Guide--for instructors who want to include a service learning component to their courses. Many schools are now requiring students to do community service as a part of their education. This guide shows instructors and students how to get involved in activities where students can put their skills and knowledge acquired in the classroom to work for the greater good.
- All of the chapter-opening and closing vignettes (Facing and Meeting the Challenge) have been updated with current, interesting examples. These boxes set up each chapter with a real-world challenge and close the chapter with the problem's resolution. They work to frame the chapter material in the world of contemporary business.
- The book has been streamlined into 17 chapters with a new design and softcover format.
- Each chapter includes a video case; 7 of these are new to this edition. The new cases feature companies that will be of particular interest to students--companies like Timbuk2, P.F. Chang's, and Lonely Planet.

FEATURES:

- Leadership in Action: Leaders in Action boxes in every chapter capture "the voice of leadership" in today's organizations from a variety of angles.
- Now Apply It: "Now Apply It" boxes throughout the text, provide short experiential applications whereby students can "try out" chapter content.
- At the Forefront: At the Forefront boxes report on contemporary, often provocative, business trends.
- Updated End of Chapter Exercises: New cases, 7 new video cases, review questions, experiential exercises, and discussion questions help students review and apply the chapter objectives.
- Ethics "Take a Stand": The "Take a Stand" feature presents students with ethical dilemmas. Students are asked to evaluate various courses of actions in terms of their ethical implications and select the alternative that best meets the organization's needs.
- Thinking Critically: Debate the Issue: Each chapter includes a debate topic related to the content of the chapter. Students must learn to develop and support an argument.

CONTENTS:

PART 1: MEETING THE CHALLENGES OF THE 21ST CENTURY. 1. Management and Managers. 2. Evolution of Management Thought. 3. Social Responsibility and Ethics. PART 2: PLANNING CHALLENGES IN THE 21ST CENTURY. 4. Strategic Management and Planning in a Global Environment. 5. Planning in the Contemporary Organization. 6. Managerial Decision Making. PART 3: ORGANIZING CHALLENGES IN THE 21ST CENTURY. 7. Organizing for Effectiveness and Efficiency?. 8. Organizational Design. 9. Strategic Human Resource Management. 10. Organizational Culture and Change . PART 4: LEADERSHIP CHALLENGES IN THE 21ST CENTURY. 11. Communicating Effectively within Diverse Organizations. 12. Leading in a Dynamic Environment. 13. Exploring Individual Differences and Team Dynamics. 14. Motivating Organizational Members. PART 5: CONTROL CHALLENGES IN THE 21ST CENTURY. 15. Organizational Control in a Complex Business Environment. 16. Productivity and Quality in Operations 17. Information Technology and Control.

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MANAGEMENT, 9E

Meeting and Exceeding Customer Expectations



Warren R. Plunkett, Wright College; Raymond F. Attnr, Brookhaven College; Gemmy S. Allen, North Lake College

The ninth edition of MANAGEMENT: MEETING AND EXCEEDING CUSTOMER EXPECTATIONS is a comprehensive survey of the principles and practices of management as they are currently being applied in the United States and around the world. The content and features are structured to reinforce two continuing themes that are woven into the chapters' narratives: (1) the never-ending effort by managers and organizations to meet or exceed customers' needs and (2) the need organizations and their people have to be guided by effective leadership.

NEW TO THIS EDITION:

- To Do List: this new study feature opens each chapter with a checklist of items for students to complete within each chapter.
- New Video Cases.

FEATURES:

- Application Cases: All NEW end of chapter cases. These cases present managers and organizations, and their attempt to cope with the major issues raised throughout the chapter.
- Management in Action: The chapter opening vignettes highlight managers from diverse organizations that are engaged in a variety of activities relating to chapter content. The case is often referenced throughout the chapter.
- Global Applications boxes: Each chapter has a feature demonstrating the successful application of one or more of a chapter's concepts from the practice of management in non-U.S. situations.
- Ethical Management boxes: Each chapter has a feature on managers facing decisions that contain a variety of issues and consequences for themselves and others.
- Valuing Diversity boxes: Each chapter has a feature depicting unique ways in which organizations show appreciation for their diverse employees.
- Managing Technology boxes: These boxed features focus on managers' use of technology in various aspects of management, as well as its impact on the manager and the organization.

CONTENTS:

Part One: MANAGEMENT CONCEPTS. 1. Management: An Overview. 2. Management Thought: Past and Present. 3. Management Ethics and Social Responsibility. 4. Management's Commitments to Quality and Productivity. Part Two: PLANNING AND DECISION MAKING. 5. The Manager's Environment. 6. Planning and Strategy. 7. Making Decisions. Part Three: ORGANIZING. 8. Organizing Principles. 9. Organizational Design, Culture and Change. Part Four: STAFFING. 10. Staffing the Workforce. 11. Communication: Interpersonal and Organizational. 12. Human Motivation. Part Five: LEADING. 13. Leadership. 14. Team Management and Conflict. Part Six: CONTROLLING. 15. Information Management Systems. 16. Control: Purpose, Process and Techniques.

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MANAGEMENT: ASIA PACIFIC EDITION, 3E

Danny Samson, University of Melbourne; Richard Daft, Vanderbilt University

This third Asia-Pacific edition maintains its comprehensive theoretical base while bringing the challenges of management to life with hundreds of real-world examples. Revised to emphasise the importance of innovation and sustainable development, the text continues to connect management theory with the best practice of today's successful organisations.

NEW TO THIS EDITION:

- **NEW!** Take a Moment - provides a call to action that helps students apply the concepts discussed in the text and see how they would use the idea as a practicing manager. Some of the Take a Moment features direct students to the associated New Manager Self-Test, or from the chapter content to relevant end-of-chapter materials, such as an experiential or ethical challenge.
- **NEW!** New Manager Self-Test - provides opportunities for students to experience management issues in a personal way. Through self-assessment students gain an insight into how they might perform as a new manager.
- **NEW!** Australian Manager Profiles - now including video interview supplements, profile various senior managers and outline some of the individual and the organisational challenges they have had to overcome.

FEATURES:

- Search me! management - A free 6 month subscription provides 24 hr access to full-text articles from hundreds of scholarly and popular periodicals.
- Management Problem - a real-life management problem at the start of each chapter heightens students' interest in theoretical concepts. They are connected to a Take a Moment feature which encourages students to ponder the situation and how they would handle it. The Summary at the end of the chapter provides a resolution and highlights the chapter concepts guiding the management actions.
- Contemporary Examples - placed at strategic points throughout the text, written examples of management incidents illustrate the application of concepts to specific companies. These in-text examples cover a range of well-known local international companies that put students in touch with the real world of organisations so that they can appreciate the value of management concepts.
- Manager's Shoptalk Boxes - address a specific management topic aimed at heightening students' interest in the subject matter, providing an auxiliary view of management issues not typically available in textbooks.
- Video Cases - conclude each chapter. They enhance class discussion by showing students the direct application of management theories they have learned. Each video case explores the issues covered in the video, allowing students to synthesise the material they have just viewed. The video cases culminate with several questions that can be used to launch further classroom discussion or as homework.

CONTENTS:

Part One: Introduction to management. 1 The changing paradigm of management. 2. The evolution of management thinking. Part Two: The environment of management. 3. The environment and corporate culture. 4. Managing in a global environment. 5. Ethics, social responsibility and sustainable development. 6 The environment of entrepreneurship and small-business management. Part Three: Planning. 7. Organisational planning and goal setting. 8. Strategy formulation and implementation. 9. Managerial decision making. Part Four: Organising. 10. Fundamentals of organising. 11. Managing change to achieve performance. 12. Human resource management. 13. Managing diversity. Part Five: Leading. 14. Dynamics of behaviour in organisations. 15. Leading in organisations. 16. Motivation. 17. Communication in organisations. 18. Teamwork in organisations. Part Six: Controlling. 19. Managerial and quality control. 20. Information systems and e-business. 21 Operations and value chain management.

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New Edition!

IE

MANAGEMENT: THE NEW WORKPLACE, 7E

Richard Daft, Vanderbilt University; Dorothy Marcic, Vanderbilt University

Management: The New Workplace, International Edition, 7E, International Edition seamlessly integrates classic management principles with today's latest management ideas to create a responsive market leading text that captivates your students. Acclaimed authors Richard Daft and Dorothy Marcic cover management and entrepreneurial issues within small- to mid-size companies where most students will begin their careers, as well as within larger global enterprises. Many examples focus on the constantly-evolving entertainment industry.

NEW TO THIS EDITION:

- Revised end-of-chapter and Experiential Group exercises provide additional opportunities to apply the concepts learned. Exercises throughout this edition are student-oriented, compelling, and applicable to today's actual business scenarios.
- Powerful, memorable scenes from today's popular Hollywood films highlight selected concepts from every chapter in these new BizFlix Video Cases.
- A new "On the Job" Applied Video Case in each chapter features real managers performing their duties in actual business environments.
- Three detailed Self-Assessments for your students appear within the chapter and as part of the comprehensive final review.

FEATURES:

- This edition provides additional enhanced coverage of today's business ethics and its influence on management to further prepare students for the business challenges awaiting them.
- Throughout this edition, "Benchmarking" features highlight effective techniques that outstanding managers or companies have developed. "Spotlight On" boxes focus on key practices at work throughout today's diverse organizations.
- Students examine a variety of management topics throughout as this edition's extensive "Continuing Case" delves into the impact of management decisions throughout the years within General Motors.
- Your students analyze, discuss, and hone their diagnostic skills in management problem-solving as they review brief, but substantive, Management Cases at the end of each chapter.
- Mistakes are both common in business and an ongoing source for invaluable learning opportunities. Intriguing "Business Bloopers" throughout this edition explore well-known and significant mistakes real businesses have experienced as well as their subsequent responses and ultimate outcomes.

CONTENTS:

Part I: INTRODUCTION. 1. Innovation for Turbulent Times. Part II: THE ENVIRONMENT. 2. The Environment and Corporate Culture. 3. Managing in a Global Environment. 4. Managing Ethics and Corporate Social Responsibility. Part III: PLANNING. 5. Managerial Planning and Goal Setting. 6. Managerial

Decision Making. Part IV: ORGANIZING. 7. Designing Adaptive Organizations. 8. Managing Change and Innovation. 9. Managing Human Resources and Diversity. Part VI: CONTROLLING. 10. Managing Quality and Performance. Part V: LEADING. 11. Dynamics of Behavior in Organizations. 12. Leadership. 13. Motivating Employees. 14. Managing Communication. 15. Leading Teams.

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MANAGING NOW

Gary Dessler, Florida International University; Jean Phillips, Rutgers University

New for 2008, *Managing Now!* addresses how Internet and intranet based technologies are transforming how managers run companies. The text program highlights new skills future managers will need for planning, organizing, and managing inter-unit relations. Chapter objectives are introduced through the authors' unique behavioral learning model, Learn It, Practice It, and Apply It. Each objective is carried through these directives, providing a multi-step approach to learning that engages students and reinforces real-world application. *Managing Now* Includes a fully integrated technology program designed specifically for the text. *Managing Now LIVE* is an Internet based simulation that reinforces and reviews key topics from each chapter. Organized according to the three learning objectives outlined in the text, the simulation prompts students to consider chapter concepts through topic reviews, quizzes, case-based questions, and scenario-based videos. Simulation Icons in the text direct students to related *Managing Now LIVE* content available online.

FEATURES:

- Opening Vignettes use real-world scenarios to introduce management themes and engage students. Vignettes feature both large and small organizations, and include such well-known companies as Whirlpool, Saturn, and Mercury Interactive.
- Improving Your Skills feature provide students tips and examples on mastering a variety of management skills related to delegating, franchising, and leading.
- Window on *Managing Now* boxed inserts explore how real-world companies are keeping pace with technological developments and evolving work environments.
- Practice It boxed inserts refer students back to the opening vignettes to illustrate how chapter concepts are being applied in real-world situations.
- End-of-chapter pedagogy includes bulleted Chapter Summaries, Discussion Questions, Experiential Exercises, and Case Studies.

CONTENTS:

I. The Environment of *Managing Now*. 1. Managing and the Evolution of Management. 2. Ethical and Social Issues. 3. Managing in a Global Environment. 4. Managing Entrepreneurship and Innovation. 5. Information and Knowledge Management. 6. Decision Making Now. 7. Planning and Strategic Management. 8. Controlling. 9. Managing Operations and Supply Chains. 10. Organizing. 11. Designing and Changing Organizations. 12. Human Resource Management. 13. Leading. 14. Motivating Employees. 15. Improving Communication. 16. Building Teamwork, Community and Culture. 17. Managing Trust and Collaboration.

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New Edition!

MGMT4, 4E

(with Management CourseMate Printed Access Card)

Chuck Williams, University of the Pacific

Student-tested and faculty-approved, *MGMT4* offers an innovative approach to teaching principles of management. This paperback provides a complete suite of fresh learning aids to accommodate the busy and diverse lifestyles of today's learners, including downloadable flashcards, videos, MP3 review podcasts, and quick quizzes that allow students to study wherever they are and whenever they have time. Designed to reach today's students, *MGMT4* says it all in four letters, reflecting how this unique solution speaks in the language of today's learner.

NEW TO THIS EDITION:

- **NEW ASSIGNMENTS HELP KEEP YOUR COURSE UP TO DATE:** Many new "Management Decision" and new "Management Team Decision" assignments for *MGMT4* put students in contemporary management positions and ask them to resolve organizational situations.
- **INSTRUCTOR PREP CARDS HIGHLIGHTING "WHAT'S NEW IN THIS EDITION" MAKE TRANSITIONS EASY:** Individual, detachable Prep Cards for each chapter, conveniently located in the back of the Instructor's Edition, clearly outline specific content updates and changes to make transition to *MGMT4* easy.
- **CHAPTER VIDEOS ON DVD, ONLINE, AND IN THE INSTRUCTOR'S MANUAL IMMEDIATELY ENGAGE STUDENTS AND JUMPSTART DISCUSSION:** Two intriguing video choices for each chapter bring concepts to life. Students synthesize video content and further investigate concepts with corresponding "Printed Cases" in the Instructor's Manual.

FEATURES:

- "Workplace" videos take viewers into the inner-workings of management in Flight 001, Numi Organic Tea, Recycline and other businesses. "BizFlix" videos feature clips from popular Hollywood movies that show how management concepts from the chapter apply to life.
- **INNOVATIVE COMBINATION OF PRINTED AND ONLINE CONTENT IS BUILT AROUND TODAY'S TEACHERS AND LEARNERS:** This unique, brief core text and wealth of comprehensive multimedia teaching and learning assets are based on input from student focus groups and surveys and from interviews with hundreds of instructors like you.
- **VISUALLY APPEALING, MODERN DESIGN READS LIKE A BUSINESS PERIODICAL RATHER THAN A TRADITIONAL TEXT:** This edition's unique design uses a brief, sophisticated presentation with numerous photos, visuals, and contemporary examples that help create an engaging, accessible format that encourages students to read and reference the book.
- **STREAMLINED CHAPTERS OFFER MANAGEABLE SECTIONS WITHOUT MINIMIZING COVERAGE:** This edition's focused streamlined chapters, average 18 pages of powerful coverage that invites students to read. Distilled content emphasizes the best core management principles using author Chuck Williams' relatable storytelling approach.

- EXTENSIVE ONLINE STUDY TOOLS OFFER THE RESOURCES STUDENTS USE MOST: This edition offers numerous multimedia resources that today's instructors thought students would use most, including downloadable flashcards, MP3 review podcasts, interactive online quizzing, and learning games. All resources are only a click away on the book's Website, www.4LTRpress.cengage.com/MGMT.

CONTENTS:

Part I: INTRODUCTION TO MANAGEMENT. 1. Management. 2. History of Management. 3. Organizational Environments and Cultures. 4. Ethics and Social Responsibility. Part II: PLANNING. 5. Planning and Decision Making. 6. Organizational Strategy. 7. Innovation and Change. 8. Global Management. Part III: ORGANIZING. 9. Designing Adaptive Organizations. 10. Managing Teams. 11. Managing Human Resource Systems. 12. Managing Individuals and a Diverse Work Force. Part IV: LEADING. 13. Motivation. 14. Leadership. 15. Managing Communication. Part V: CONTROLLING. 16. Control. 17. Managing Information. 18. Managing Service and Manufacturing Operations.

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MGMT: ASIA PACIFIC EDITION

Chuck Williams, Butler University; Alan McWilliams, Victoria University, Australia

A new approach to learning the principles of management, MGMT is the Asia-Pacific edition of a proven, innovative solution to enhance the learning experience. Concise yet complete coverage supported by a suite of online learning aids equips students with the tools required to successfully undertake an introductory management course.

Paving a new way to both teach and learn, MGMT is designed to truly connect with today's busy, tech-savvy student. Students have access to online interactive quizzing, videos, podcasts, flashcards, case studies, games and more. An accessible, easy-to-read text along with tear out review cards completes a package which helps students to learn important concepts faster.

MGMT delivers a fresh approach to give students what they need and want in a text.

FEATURES:

- Retaining the model of the US text, MGMT Asia-Pacific edition is comprehensively adapted to meet the needs of students studying introductory management in the Asia-Pacific region.
- Management theory and applications are presented in an engaging narrative style that you will find both enjoyable and illuminating.
- Coverage of Australian corporate sector regulation, employment laws, discrimination legislation and the Human Rights and Equal Opportunity Commission, ASEAN and APECC, trade barriers and the Tariff Schedule, as well as the cost of living across the Asia Pacific.
- Local and international examples including Australia Post's partnership with Chinese Postal Service and Sai Cheng Logistics to increase efficiency, the success of Aldi supermarkets in Australia, BHP and Rio Tinto, Australian Design rules, China's program of foreign investment, Tiger airways launch into the Australian market, Surveillance of Sydney airport baggage handlers, GPS tracking of Telstra workforce and Virgin Blue customer service recruitment.
- Current world issues explored including the PETA campaign against Australian wool industry practice mulesing, SUVs and fuel consumption, Riva eco car for India, executive salaries and the global financial crisis, and the rise of downloadable music and portable digital media players.
- Concise yet complete coverage of management principles supported by a suite of online learning aids.

- 6-month subscription to the MGMT website containing interactive quizzes, videos, podcasts, flashcards, management case studies, games and more + Search me! management providing you with 24 hr access to full-text articles from hundreds of scholarly and popular periodicals as well as e-books.

CONTENTS:

PART 1: INTRODUCTION TO MANAGEMENT. 1. Management. 2. History of Management. 3. Organisational Environments and Cultures. 4. Ethics and Social Responsibility. PART 2: PLANNING. 5. Planning and Decision Making. 6. Organisational Strategy. 7. Innovation and Change. 8. Global Management. PART 3: ORGANISING. 9. Designing Adaptive Organisations. 10. Managing Teams. 11. Managing People: Human Resource Management and Diversity. PART 4: LEADING. 12. Motivation. 13. Leadership. 14. Managing Communication. PART 5: CONTROLLING. 15. Control. 16. Managing Information. 17. Managing Service and Manufacturing Operations

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NEW ERA OF MANAGEMENT, 10E

Richard L. Daft, Vanderbilt University

The latest edition of Daft's market-leading NEW ERA OF MANAGEMENT, 10e, International Edition helps you develop managers who look beyond traditional techniques and ideas to tap into a full breadth of innovative management skills.

NEW ERA OF MANAGEMENT, 10e, International Edition addresses emerging themes and the issues most important for meeting today's management demands and challenges. A blend of proven management techniques and new competencies demonstrate how to harness creativity and lead change, as students learn to put theory into practice. With the latest improvements in this edition, D.A.F.T. defines Management.

NEW TO THIS EDITION:

- NEW "REMEMBER THIS" FEATURES REINFORCE KEY CONCEPTS FOR STUDENT RECALL. These easily-recognizable sections at the end of each major topic discussion throughout this edition distill key concepts into easy-to-read bulleted lists.
- FRESH NEW FOCUS ON MANAGING IN TURBULENCE HIGHLIGHTS TODAY'S LATEST CHALLENGES AND MANAGEMENT TOPICS. This updated edition focuses on today's ever-changing business landscape and the recent and critical challenges facing managers working within this environment.
- NEW "APPLY YOUR SKILLS: SMALL GROUP BREAKOUT" ACTIVITIES REINFORCE TEAMWORK AND INNOVATIVE THINKING. Students consider real management situations and problems and work together as a team to develop and apply solutions.
- A BRAND-NEW "CONTINUING CASE" HELPS STUDENTS DEVELOP SKILLS AND SYNTHESIZE CONCEPTS. At the end of each part, a "Continuing Case" highlights in-depth management situations and challenges at retail giant Walmart.

- NEW, FRESH “ON THE JOB” VIDEO CASES PROVIDE BEHIND-THE-SCENES INSIGHTS INTO TODAY’S MANAGEMENT ISSUES. New “On the Job” Video Cases, filmed specifically for Daft’s MANAGEMENT, 10E, take viewers into the inner-workings of innovative organizations to see management theories applied in business.
- FRESH FOCUS ON THE FUTURE HIGHLIGHTS THE LATEST INNOVATIONS IN THE WORKPLACE AND MANAGEMENT TODAY. Author Richard Daft’s engaging, insightful approach makes it easy to engage students with today’s emerging ideas, examples of progressive organizations, and innovative responses to today’s everyday challenges.

FEATURES:

- UNIQUE PHOTO ESSAYS REINFORCE LEARNING BY SHOWING THE VIBRANCY OF MANAGEMENT TODAY. Throughout the text, captivating photos accompanied by detailed “Concept Connection” photo essay captions illustrate specific concepts from the chapter. Intimate glimpses of management scenes, events, and people provide memorable visuals that reinforce a solid understanding of management events in today’s business world.
- “APPLY YOUR SKILLS” EXERCISES ALLOW STUDENTS TO EXPERIENCE AND APPLY MANAGEMENT CONCEPTS THEY’VE LEARNED. Engaging end-of-chapter “Experiential Exercises” and “Ethical Dilemmas” allow students to check their understanding of management principles as they experience common management situations and apply concepts to practical events. Questionnaires, scenarios, and activities provide opportunities for students to work individually or in teams.
- “CASES FOR CRITICAL ANALYSIS” SHARPEN DIAGNOSTIC SKILLS FOR MANAGEMENT PROBLEM SOLVING. Brief, but substantive, cases at the end of each chapter provide opportunities to apply, analyze, and discuss management events within well-known organizations. Case situations are based on real management events; however, the identities of companies and managers have been disguised.

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PRINCIPLES OF MANAGEMENT **IE**

Robert Kreitner, Arizona State University

PRINCIPLES OF MANAGEMENT, 11E, INTERNATIONAL EDITION takes a practical, student-oriented approach toward teaching management with an emphasis on current topics, including issues of diversity, ethics, and technology. The student-friendly content features references to pop culture and cites current publications of interest to students. In addition to providing the management framework and introducing students to contemporary management topics, the text provides experiential activities to get students thinking and acting like real-life managers. Test Preppers at the end of each chapter provide students with immediate reinforcement and assessment of their understanding of key chapter concepts. A robust network of supplements helps students to understand the hands-on, real-world application of chapter concepts.

FEATURES:

- A variety of self-test questions accommodate students with different learning and study skills.
- Nearly all of the text examples, cases, and boxed material have been updated to keep the content fresh.
- New Best Practices boxed features spotlight management success stories.
- The skills-centered approach encourages hands-on problem solving helps students understand how concepts relate to real-world practice.

CONTENTS:

PART 1: THE MANAGEMENT CHALLENGE.1: Managers and Entrepreneurs.2:

The Evolution of Management Thought.3: The Changing Environment of Management: Diversity, Global Economy, and Technology.4: International Management and Cross-Cultural Competence.5: Managements Social and Ethical Responsibilities.PART 2: PLANNING AND DECISION MAKING.6: The Basics of Planning and Project Management.7: Strategic Management: Planning for Long-Term Success.8: Decision Making and Creative Problem Solving.PART 3: ORGANIZING, MANAGING HUMAN RESOURCES, AND COMMUNICATING.9: Organizations: Effectiveness, Design, and Cultures.10: Human Resource Management.11: Communicating in the Internet Age.PART 4: ORGANIZATIONAL CONTROL PROCESSES.12: Organizational Control and Quality Improvement. PART 5: MOTIVATING AND LEADING.13: Motivating Job Performance.14: Group Dynamics and Teamwork.15: Influence, Power, and Leadership.16: Change, Conflict, and Negotiation.

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PRINCIPLES OF MANAGEMENT **IE**

Bruno Dyck, University of Manitoba; Mitchell J. Neubert, Baylor University

Discover a management text unlike any other available today! Dyck/Neubert’s PRINCIPLES OF MANAGEMENT, 1E, INTERNATIONAL EDITION blends the strengths of two management perspectives to present the best of mainstream management fundamentals with a multistream perspective that focuses on issues today’s millennial generation will face in their future careers. The authors’ solid mainstream approach in each chapter addresses the traditional four main functions of management before closely examining progressive topics that other books only mention, such as social justice and concern for the natural environment. The authors build upon the multistream understanding that effective management balances a broad set of criteria, ranging from community enhancement and ecological sustainability to meaningful work and financial viability. Throughout the book, captivating stories from actual managers and leading organizations demonstrate managers making a difference. With a practical, hands-on focus, the book equips readers with the knowledge and theoretical tools to further their own decision-making abilities. Dyck/Neubert’s unique blend of traditional management strengths and the best of multistream management theories and practices promises to educate, inspire, and empower readers now and throughout their management futures.

FEATURES:

- Chapter-opening case studies inspire students: Each chapter opens with a captivating story of an actual manager practicing mainstream, traditional management or addressing multistream management issues for today’s millennium. Students experience real-life successes and failures first-hand as each of these managers, who represent a variety of industries and organizations, large and small, make a difference that will both educate and inspire.
- Road Maps provide quick reference and guide learning: Effective Road Maps begin each chapter, helping readers anticipate the direction of the chapter and provide a quick point of reference to assist in navigating the mainstream and multistream topics covered. This overarching view of the chapter also provides an effective tool for review.
- Management in Practice boxes connect actual practices to chapter concepts: Students see management as it actually happens in business today with these candid inserts that connect engaging real-world anecdotes with the management principles presented in each chapter.
- Digging Deeper boxes emphasize practical applications for students: Students

better understand and remember the management principles within each chapter as Digging Deeper features demonstrate, first-hand, how the chapter's concepts can apply to their personal lives.

- What Do You Think? Features encourage critical thinking and class discussion: These thought-provoking scenarios challenge students to form their own opinions about specific management situations and provide an excellent jump-start for class discussions and individual critical thinking.

CONTENTS:

Part I: MANAGEMENT BASICS. 1. Introduction to Management. 2. A Short History of Management Theory and Practice. Part II: THE ENVIRONMENT AND CONTEXT OF MANAGEMENT. 3. The Task and Macro Environments of Management. 4. The International Environment. 5. Ethics. 6. Entrepreneurship. Part III: PLANNING. 7. The Decision-Making Process. 8. Setting Goals and Making Plans. 9. Strategic Management. Part IV: ORGANIZING. 10. Fundamentals of Organizing. 11. Organization Design. 12. Human Resource Management. 13. Organizational Change. Part V: CONTROLLING. 14. Control. Part VI: LEADING. 15. Motivation. 16. Leadership. 17. Groups and Teams. 18. Communication.

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New Edition!

IE

PRINCIPLES OF MANAGEMENT, 6E

Chuck Williams, Texas Christian University

Make today's management theories and applications meaningful, memorable and engaging for your students with PRINCIPLES OF MANAGEMENT, 6E, International Edition. Master story-teller, award-winning educator and accomplished author Chuck Williams uses a captivating narrative style to illuminate today's most important management concepts and to highlight practices that really work in today's workplace.

Because students retain and better understand information that is personally relevant, Dr. Williams weaves more than 50 detailed, unforgettable examples and stories into each chapter in this edition. Proven learning features and self-assessments keep concepts intriguing and applicable to students' daily lives. In addition, fresh scenarios, new cases and new video cases reflect the latest management innovations at work in well-known organizations throughout the world. The book's comprehensive support package further helps you prepare each student for managerial success.

NEW TO THIS EDITION:

- NEW REEL TO REAL VIDEO CHOICES DEMONSTRATE MANAGEMENT CONCEPTS IN ACTION: New Management Workplace videos take an in-depth look into the inner-workings of intriguing, successful companies, such as Flight 001, Numi Organic Tea, Mitchell Gold + Bob Williams, and others. In addition, Biz Flix brief clips from popular Hollywood movies visually demonstrate management concepts from the chapter in action.
- "WHAT'S NEW COMPANIES" DIRECTS ATTENTION TO THE LATEST

EXAMPLES IN THIS EDITION: This edition keeps you and your students up to date on the latest developments in management today with numerous memorable, current examples.

- ALL-NEW "WHAT WOULD YOU DO?" CHAPTER-OPENING CASES PLACE STUDENTS IN MANAGEMENT ROLES: Each chapter opens with an all-new engaging case that explores actual management problems within a well-known company, such as Zappos, Starbucks, JCPenney, Subaru, Yahoo!, Ann Taylor, and Caterpillar.
- NEW DETAILED STUDY TIPS DIRECT STUDENTS' EFFORTS: Eighteen different Study Tips give students many proven options for effectively reviewing key manager concepts and mastering chapter content.

FEATURES:

- Detailed outlines with numbered sections at the beginning of each chapter correspond with clear Learning Objectives to assist today's busy student in reading and study.
- Self-Assessment Questionnaires related to chapter material appear before end-of-chapter cases and assignments to help students evaluate their personal managerial potential.
- An experiential exercise at the end of each chapter allows students to explore real management issues and challenges with other students. Detailed teaching notes and role-playing instructions in the Instructor's Manual help maximize these valuable, guided exercises in your course.
- Students strengthen their self-awareness -- critical in today's management careers -- as "Develop Your Career Potential" Exercises provide an array of activities, from conducting a personal SWOT analysis to developing creativity and designing a self-motivation plan.
- To help students develop solid ethical thinking, these brief, actual ethical situations encourage evaluation and careful consideration of the "right thing" to do.

CONTENTS:

PART I: INTRODUCTION TO MANAGEMENT. 1. Management. 2. History of Management. 3. Organizational Environments and Culture. 4. Ethics and Social Responsibility. PART II: PLANNING. 5. Planning and Decision Making. 6. Organizational Strategy. 7. Innovation and Change. 8. Global Management. PART III: ORGANIZING. 9. Designing Adaptive Organizations. 10. Managing Teams. 11. Managing Human Resource Systems. 12. Managing Individuals and a Diverse Work Force. PART IV: CONTROLLING. 13. Control. 14. Managing Information. 15. Managing Service and Manufacturing Operations. PART V: LEADING. 16. Motivation. 17. Leadership. 18. Managing Communication.

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SMALL BUSINESS MANAGEMENT

BIZPLANBUILDER® EXPRESS, 3E

A Guide to Creating a Business Plan with BizPlanBuilder® with CD-ROM

JIAN Tools for Sale, Inc. Mill Valley, CA

BIZPLANBUILDER EXPRESS - a workbook with CD-ROM package that includes the award-winning, best-selling software, BizPlanBuilder 10.13 provides all the essentials for creating winning business plans, with step-by-step instructions for preparing each section of a plan, including ready-to-customize samples, prompts and advice, detailed marketing analysis with links to demographic and marketing tools to help make it easy, and flexible, straight-forward financial tools. Compatible with both Windows and Macintosh operating systems.

NEW TO THIS EDITION:

- The newest version can be used in a shared lab situation or as a stand alone product by students.
- Do It in BizPlanBuilder: Sidebars, including screen captures of software menus, introduce students to BizPlanBuilder's user interface and helps them get to the tools they need fast.
- Exercises: Hands-on exercises familiarize students with all aspects of the BizPlanBuilder program, its templates, master plans, worksheets, and more.

FEATURES:

- Useful Appendices. Additional resources and tools are provided in a short series of end-of-book appendices.
- Top 20 Questions: What do most people want to know about your business? BizPlanBuilder helps users develop and enhance their responses to this set of "warm-up" questions that forms the foundation of their business plans.
- Activities: Activities designed to engage students in productive use of BizPlanBuilder's many tools ensures students build knowledge as they build their plans.
- Review Questions: Interspersed throughout the text, short-answer review questions make sure that students retain and apply relevant information.
- Checklists: Easy-to-use checklists at the end of major sections help students sum up key decisions and actions before moving on to the next step.
- Learning Objectives: These features let students know what to expect as they work through each part of BizPlanBuilder and where they should concentrate their efforts.
- Useful Quotations: Thoughtful, well-turned phrases open each part and set the tone for explorations to come.

CONTENTS:

PART 1: BUSINESS PLAN BASICS. PART 2: TYPES OF BUSINESS PLANS. PART 3: WRITING THE NARRATIVE. Vision and Mission. Company Overview. Product/Service Strategy. Market Analysis. Marketing Plans. PART 4: COMPLETING THE FINANCIAL PLAN. PART 5: ASSEMBLING YOUR BUSINESS PLAN. Funding Resources for Your Plan. Appendix A: Preplanning Resources. Appendix B: Postplan Operations: Resources for Managing Your Business. Appendix C: System Requirements. Appendix D: Using Microsoft Word and Excel.

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GLOBAL ECONOMIC WATCH: IMPACT ON SMALL BUSINESS

Global Economics Crisis Resource Center

The first half of the printed module for the Small Business ebook discusses the historical context of the global economic crisis. The next 16 pages of the module discuss the impact of the global economic crisis on the Small Business discipline. This 32-page module also provides learning goals, questions, key terms and digital access to the entire Global Economic Crisis Resource Center. Please visit www.cengage.com/gec.

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GROWING AND MANAGING A SMALL BUSINESS, 2E

An Entrepreneurial Perspective

Kathleen R. Allen, University of Southern California

Growing and Managing a Small Business provides students with a comprehensive introduction to business ownership and management from the start-up phase through growth and harvest. Decidedly entrepreneurial in focus, this book departs from the traditional small business management text by incorporating themes and principles appropriate to managing small companies in a dynamic, global environment. In addition to up-to-date coverage of risk management and strategies for "harvesting the business," the Second Edition introduces several new chapters that examine topics such as ethics and social responsibility, family businesses, and technology. New boxed features illustrate the author's real-world approach through case studies and profiles of small businesses and entrepreneurs.

FEATURES:

- Chapter 2, "Entrepreneurial Strategies and Business Ethics," introduces coverage of ethics early on, prompting students to consider social responsibility in the planning phase of a business, rather than viewing it as an afterthought.
- As a large percentage of small business owners are those who take over a family business, Chapter 5 focuses on "Stepping into a Family Business."
- Chapter 6, "Launching a High-Technology Venture," examines the unique set of elements that entrepreneurs must consider when starting a business that takes advantage of the opportunities technology affords.
- Located at the beginning and end of every chapter, Learning from Entrepreneurs cases feature real-world entrepreneurs at various stages of business development from companies such as Netflix, Method Products, and Quiznos Sub Shops. Accompanying Guiding the Entrepreneur questions ask readers how they would advise the entrepreneur featured in the case.
- Learning from Success boxed features highlight the successes of actual entrepreneurs. These features examine ventures ranging from Mailboxes, Etc. to Jerry Garcia's band the Grateful Dead. Learning from Mistakes illustrate errors in strategy or planning and offer tips for avoiding such errors.
- Learning from the Global Market boxes show how international entrepreneurship meet the challenges addressed in each chapter. These features look at the Japanese decision-making method called jankenpo (or "Rock, Paper, Scissors"); the goals of New Zealand's small business owners, and how they differ from their U.S. counterparts; and the importance of the Chinese economy to small business owners.

CONTENTS:

I. ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT.1. Entrepreneurship and Small Business.2. Entrepreneurial Strategies and Business Ethics.II. PATHS TO BUSINESS OWNERSHIP.3. Starting a Business.4. Acquiring a Business and Franchising.5. Stepping into a Family Business.6. Launching a High-Technology Venture.7. Choosing a Legal Form of Business.III. PLANNING AND ORGANIZING THE BUSINESS.8. Developing the Business Plan.9. Creating a Management Team.10. Preparing a Human Resources Plan.IV. MARKETING FOR GROWTH.11. Conducting Market Research in a Global Environment.12. Distribution and Pricing.13. Designing a Marketing Plan from Start-Up Through Growth.V. DESIGNING AND MANAGING THE BUSINESS.14. Planning the Business.15. Managing Operations.VI. FINANCIAL PLANNING.16. Cash Planning and Start-Up Financing.17. Managing and Evaluating Financial Performance.18. Financing Growth.VII. PLANNING FOR CHANGE.19. Management Risk.20. Harvesting the Wealth.

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MANAGING SMALL BUSINESS: **IE** AN ENTREPRENEURIAL EMPHASIS, 15E

Justin G. Longenecker, Baylor University; Carlos W. Moore, Baylor University;
J. Petty, Baylor University; Leslie E. Palich, Baylor University

MANAGING SMALL BUSINESS: AN ENTREPRENEURIAL EMPHASIS, 15E, International Edition provides the practical concepts, entrepreneurial insights, and comprehensive resources essential for students' success now and throughout your management future. This edition's solid coverage of the fundamentals of business management teaches not only how to start a business, but also how to manage, grow, and harvest a business. This market leading text places students in the role of decision maker to sharpen their understanding. The book's thorough emphasis on building business plans ensures students can effectively create, manage, and analyze a plan for their own ventures. Unforgettable examples, exciting video cases, and coverage of the most current developments in business management today keep this engaging text and integrated learning system as current and practical now as it was when it led the market in its first edition 50 years ago.

NEW TO THIS EDITION:

- **NEW, CLEAR FINANCE CHAPTERS KEEP IMPORTANT FINANCIAL INFORMATION UNDERSTANDABLE AND PRACTICAL.** What was previously one chapter on financial statements has been split into two chapters. Chapter 10 now focuses on understanding financial statements, and Chapter 11 shifts from understanding to forecasting. The new material should help create a level playing field for the "non-accounting" student.
- **NEW, EXPANDED CONTENT ADDRESSES TIMELY GLOBAL ISSUES, BREAKING TECHNOLOGY AND FAMILY BUSINESS:** Now you can give your students a solid understanding of multi-level marketing, e-business, legal and global issues.
- **SMALL BUSINESS AND ENTREPRENEURSHIP RESOURCE CENTER (SBERC) EXERCISES HIGHLIGHT BREAKING RESEARCH AND ENTREPRENEURIAL CONCEPTS:** Dynamic SBERC Exercises at the end of each chapter and on the companion Web site direct students to the Small Business and Entrepreneurship Resource Center with more than 900,000 business articles and company information on various exciting entrepreneurial ventures. Students examine how chapter topics apply to each situation as they examine intriguing companies, such as Dyson, Bear Naked Granola, Blue Nile, and iSoldIt!, LLC.
- **NEW CASES ALLOW STUDENTS TO EXPLORE TIMELY ENTREPRENEURIAL OPPORTUNITIES:** New thought-provoking cases at the end of the text highlight companies such as Modern Postcard, My Own Money, Mo's Chowder, and others thriving organizations. Students apply concepts they learn in each chapter to these realistic entrepreneurial situations.

FEATURES:

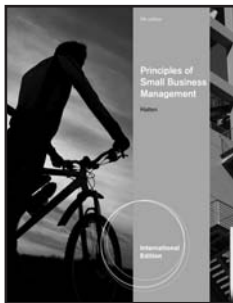
- **POPULAR VIDEO CASES OFFER INSIDE VIEWS INTO TODAY'S INNOVATIVE SMALL BUSINESSES IN ACTION:** Selections from the popular "Small Business School" PBS television series provide students with engaging, insider looks into creative ideas at work in a variety of interesting and innovative small businesses. Available on DVD, these lively segments bring a real-world perspective to your classroom with fascinating illustrations of entrepreneurship in action.
- **WEALTH OF ONLINE RESOURCES ASSIST STUDENTS:** Provide your students with a robust array of learning tools to enrich their course experience. Access to the invaluable SMALL BUSINESS MANAGEMENT ONLINE student Web site is available with every new text. Students gain immediate access to the Small Business School videos, useful business plan templates, exercises to accompany the optional Small Business and Entrepreneurship Resource Center as well as helpful interactive quizzes and e-lectures.

- **FULL SECTION DEVOTED TO DEVELOPING A THOROUGH BUSINESS PLAN ENSURES SUCCESS:** This book includes a full complement of chapters devoted to the essential tasks associated with developing a business plan. The authors ensure that students answer all of the tough questions in developing a business plan. Targeted questions within the chapters in Part 3 lead students through the process of building their own plans by ensuring that they focus on the pertinent, not the peripheral. An in-text sample business plan gives students a finished product to dissect and analyze.
- **INTEGRATED LEARNING SYSTEM COORDINATES TEXT AND SUPPLEMENTS FOR WINNING APPROACH:** Beginning with the "Looking Ahead" learning objectives that open each chapter, this book organizes information into distinct, focused, and comprehensible segments. Numbered icons in the text margins indicate where coverage related to each objective appears. All relevant content related to learning objectives is recapped in end-of-chapter "Looking Back" summaries.

CONTENTS:

PART I: ENTREPRENEURSHIP: A WORLD OF OPPORTUNITY. 1. The Entrepreneurial Life. 2. Integrity and Ethics of Entrepreneurship. PART II: STARTING FROM SCRATCH OR JOINING AN EXISTING BUSINESS. 3. Starting the Business. 4. Franchising and Buyouts. 5. The Family Business. PART III: DEVELOPING THE NEW VENTURE BUSINESS PLAN. 6. Creating Business Plan. 7. The Marketing Plan. 8. The Organization of the Business. 9. The Location Plan. 10. Financial Statements. 11. Projecting Financial Requirements. 12. A Firm's Sources of Financing. 13. The Harvest Plan. PART IV: FOCUSING ON THE CUSTOMER: MARKETING GROWTH STRATEGIES. 14. Customer Relationships. 15. Product and Supply Chain Management. 16. Pricing and Credit. 17. Promotional Planning. 18. Global Marketing. PART V: MANAGING GROWTH IN THE SMALL BUSINESS. 19. Professional Management and Leadership. 20. Human Resources Management. 21. Operations Management. 22. Managing the Firm's Assets. 23. Risk Management. CASES.

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New Edition!

IE

PRINCIPLES OF SMALL BUSINESS MANAGEMENT, INTERNATIONAL EDITION, 5E

Timothy S. Hatten, Mesa State College

Principles of Small Business Management, 5e, International Edition provides a balanced introduction to both entrepreneurship and small business management with a focus on achieving and maintaining a sustainable competitive advantage as a small organization. Current issues including global opportunities, service, quality and technology are highlighted throughout the text. The streamlined format allows instructors to cover the entire text of 18 chapters within a standard semester timeline without sacrificing important topics. The Fifth Edition features a special focus on the impact of the financial crisis on small business management. The online Business Plan Guide and templates provide some of the most extensive information available on business planning.

NEW TO THIS EDITION:

- New Chapter Opening Vignettes highlight how entrepreneurs approach small business opportunities and challenges. New topics and entrepreneurs include: Elon Musk of Tesla Motors, John Goscha, Morgen Newman, and Jeff Avallon—founders of IdeaPaint, Craig Bramscher of Brammo motorcycles, Eden Clark of eDivvy, among many others.

FEATURES:

- Manuscript is significantly updated to reflect recent developments in the field, and specifically to discuss the impact of the financial crisis on small business management.
- Learning Objectives are now numbered and keyed to the end-of-chapter summary, proving a clear roadmap for study.
- All opening vignettes are new.
- Most boxed inserts are either new or revised.
- Most end of chapter cases are new.
- End of chapter features have been updated, with some features from the previous edition now online.
- The end-of-chapter summary is keyed back to the chapter-opening learning objectives.
- Entrepreneurial Snapshot features introduce the people behind some of today's most interesting and innovative businesses. Profiles include Jim Koch of Boston Beer Company; Katie Shea and Susie Levitt, who invented CitiSoles; and Norm Brodsky of CitiStorage.

CONTENTS:

Part I: INTRODUCTION TO SMALL BUSINESS MANAGEMENT. 1. An Overview of Small Business. 2. Management, Entrepreneurship, and Ownership. Part II: SMALL BUSINESS PLANNING. 3. Focusing on Ethical Issues and Strategy. 4. Creating the Business Plan. 5. Deciding to Franchise. 6. Buying a Business.

7. Creating a Business. Part III: FINANCIAL AND LEGAL MANAGEMENT. 8. Accounting Basics. 9. Financing Your Business. 10. Legal Issues. Part IV: MARKETING. 11. Strategy and Research. 12. Product. 13. Place. 14. Price and Promotion. Part V: MANAGEMENT. 15. The Global Environment. 16. Small Business Management. 17. Human Resource Management. 18. Managing Operations. Appendix: Cases.

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SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP, 6E

David Stokes, University of Kingston; Nicholas Wilson, University of Kingston

Understand the latest global developments in small business management and entrepreneurship with this new edition of the market-leading textbook by David Stokes and Nick Wilson. Starting with the broader socio-economic role of small business, the proven author team walk you through the key stages of creating and managing small businesses to show you how value is generated within a diverse range of enterprise settings. From how to plan a business, through franchising, small business marketing, and on to exits and realizing value, Stokes & Wilson is also supported by a host of online resources (accessible at: www.cengage.co.uk/stokeswilson) to provide the complete introduction for modern courses.

FEATURES:

- A fully global emphasis introduced throughout the new edition, with new main text examples and international case studies from the public, private and non-profit sectors
- Carefully refined chapter coverage, based on recent market feedback, including coverage of hot topics such as social enterprise, intellectual property, family businesses and financing
- Boosted theoretical coverage, based on market feedback, with new coverage of entrepreneurial cognition and intent and a new section on effectuation theory
- A substantially revised chapter on business planning now includes a real-life business plan that helps introduce theory and practice more fully for students

CONTENTS:

Part 1: Understanding small business and entrepreneurship. 1. Small business in the economy. 2. Entrepreneurship, the entrepreneur and the owner-manager. 3. The small business and entrepreneurial environment. 4. Innovation and the marketplace. 5. Information and help. Part 2: Creating the entrepreneurial small business. 6. Business planning. 7. Successful small business strategies. 8. Start-ups and franchises. 9. Buying an existing business. 10. Forming and protecting a business. Part 3: Managing the entrepreneurial small business. 11. Management of people and resources. 12. Marketing. 13. Money. 14. Business exits and realizing value

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SMALL BUSINESS: AN ENTREPRENEUR'S BUSINESS PLAN, 8E

IE

J. Ryan, Irvine Valley College; Gail Hiduke, Saddleback College

Begin your small business success today as you transform your business idea into a powerful, functional business plan with Ryan/Hiduke's **SMALL BUSINESS: AN ENTREPRENEUR'S BUSINESS PLAN, 8E, INTERNATIONAL EDITION**. This indispensable guide to small business takes a practical action-step approach to help you sharpen your business talents and focus your business ownership dreams. You learn to identify business opportunities, market needs, and target customers as you develop an actual working business plan from the ground up. Timely business tools and ongoing links to the latest small business information available on the Internet keep the information you're using focused on the future. Throughout the book, you gain firsthand glimpses into the challenges and successes that other passionate entrepreneurs face.

NEW TO THIS EDITION:

- **NEW EMPHASIS ON SOCIAL ENTREPRENEURSHIP REFLECTS TODAY'S TIMES:** To better reflect the contemporary changes and focus in society today, this edition highlights individual social entrepreneurs such as Jock Brandis, who developed a peanut shelling machine, as well as influential groups such as Scientists Without Borders.
- **MOST RECENT WEB LINKS AND BUSINESS RESOURCES ADDRESS HOT TOPICS:** New resource tools and updated website references throughout this edition and the companion website (www.academic.cengage.com/management/ryan) provide invaluable information and demonstrate how to apply that information now and in the future. Students explore hot topics such as water shortages, rising prices of natural resources, and artificial body parts.
- **EXPANDED COVERAGE OF DISTRIBUTION OFFERS IN-DEPTH INSIGHTS:** A new section and additional coverage on distribution in Chapter 7, "Location, Location, Location," provides in-depth information to better prepare students for the challenges and decisions they will face as entrepreneurs. Information on using Claritas data for product positioning and locations decisions allows students to develop effective competitive plans and strategies.
- **INTERNET INTEGRATES DISTRIBUTION CHANNEL AND MARKETING TOOL:** This edition clearly demonstrates the Web's impact on all entrepreneurial decisions today and the way the Web has melded promotion, distribution, and locations decisions. Students learn to maximize today's indispensable Internet technology as they learn search engine optimization as well as effective marketing of their business on the Web.
- **MOST UP-TO-DATE INTELLECTUAL PROPERTY INFORMATION PROTECTS INNOVATIONS:** You can equip students to understand what the latest developments are in the field today and how to best protect their innovations with this edition's clear, contemporary coverage of today's copyrights, patterns, and trademarks.

FEATURES:

- More than 70 Action Steps direct readers through every phase of a start-up, from the initial dreams to development of marketing to the building and implementation of the completed business plan.
- Brief case studies full of strategies and real-world applications provide firsthand insights into today's entrepreneurial minds and ventures.
- To counter the isolation and concern that can accompany entrepreneurial life, this book encourages future entrepreneurs to gain support, guidance, and direction through community resources.
- Each chapter highlights an entrepreneur who exhibits a remarkable passion for his or her products, locations, or markets.

CONTENTS:

1. Your great adventure.2. Spotting trends and opportunities.3. Opportunity selection.4. Profiling your target customer.5. Reading and beating the competition.6. Marketing promotions overview.7. Location, location, location.8. Start-up concerns and financial projections.9. Shaking the money tree.10. Legal issues.11. Build, maintain, and thrive with a winning team.12. Protecting your "baby" and yourself.13. Buying a business.14. Investigating franchises and franchising.15. Pull your plan together. Appendix a: fast-start business plan. Appendix b: annie's business plan proposal. Appendix c: forms, forms, forms.

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SPORTS MANAGEMENT

THE BUSINESS OF SPORTS

Cases on Strategy and Management

George Foster, Stanford University; Stephen A Greysler, Stanford University

This is a case book written by prominent authors at both Harvard and Stanford. It contains nine core sections with approximately three to five cases per part. The parts include Leagues and Events, Sponsorship and Marketing, and Finance and Valuation. Each section is preceded with an Overview of Key Topics that set the stage for the cases and each section concludes with summary materials and discussion questions. The cases themselves focus on certain teams or aspects of team sports. It includes cases on major league soccer, the Boston Red Sox's Fenway Park, the pros and cons of hiring a sports agent, Magic Johnson's endorsement deals and the Women's NBA. Each individual case is also followed by discussion questions.

FEATURES:

- Part opening summaries to set the stage for the cases in the part.
- Part ending analysis to contextualize the part materials, and several discussion questions for consideration.
- Current, relevant, compelling cases written by experts in the field.
- Cases developed and classroom-tested in management courses and Executive Programs at two premier business schools (Harvard and Stanford). Courses taught by leading academics and "NFL Hall of Fame" sports coach/executive.
- Choice of cases and their development influenced by high level of involvement of authors with sports industry managers across multiple sports in multiple countries over many years. Guests at Harvard and Stanford courses/programs include league commissioners, broadcast entities, major sponsors, team executives, players, agents and agent/management firms, as well as numerous managers in related industries.
- Broad coverage of major areas of sports business management: Each section starts with an "Overview of Key Issues" that will be written by the authors. Following the "Overview of the Key Issues" in each section will be individual cases.

CONTENTS:

Section 1: Overviews. Section 2: Leagues. Section 3: Clubs. Section 4: Players/Athletes. Section 5: College Sports. Section 6: Sports Marketing. Section 7: Sports Marketing (2): Club Marketing and Fan Avidity. Section 8: Broadcasting, Media and Sports. Section 9: Sporting Stadiums and Arena. Section 10: Financial Valuation and Profitability.

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STRATEGIC MANAGEMENT

BUSINESS STRATEGY IN ASIA,

3E
A Casebook



*Kulwant Singh, National University of Singapore;
Nitin Pangarkar, National University of Singapore;
Loizos Heracleous, Templeton College, Oxford University*

As a teaching tool, the usage of case studies is widespread in business strategy courses. Written by experts on Asian business, it is a unique and comprehensive collection of 28 cases about the strategies of Asian firms. The cases are wide-ranging, covering a diverse range of issues, geographic contexts, industries and decision situations. The rigor and depth of information included in each of the cases provides considerable versatility to educators in terms of usage at various levels. The cases have been carefully chosen to represent the geographic and economic diversity of the different countries, industries, and firms within Asia.

FEATURES:

- **NEW AND UPDATED CASES:** Almost 80% of the cases are new or updated.
- **ASIAN CONTEXTUALIZATION:** A unique casebook for educators in Asia. The most comprehensive collection of cases on Asian firms and their strategies.
- **VARIETY OF INDUSTRY CONTEXTS:** Old and new economy; manufacturing as well as service; consumer and industrial products.
- **DIVERSE GEOGRAPHIC SETTINGS:** Cases set in the major economies in Asia including China, India, Japan, Singapore, Hong Kong, Indonesia, Malaysia and South Korea.
- **BREADTH OF COVERAGE:** Illustration of all the key concepts and theories in strategic management including industry analysis, firm competencies, diversification strategy and strategic change.
- **DECISION FOCUS AND MANAGERIAL PERSPECTIVE:** Allows students and educators to simulate complex decision-making process in organizations.
- **CUTTING-EDGE CONCEPTS:** Illustration of key concepts such as globalization, alliances, acquisitions, and corporate governance.

CONTENTS:

LIST OF CASES. 1. Singapore Telecom: Strategic Challenges. 2. Air Asia: Now Everyone Can Fly. 3. Strategic choices at the Singapore Airlines Group. 4. IPC 5. Singapore Airlines: Aligning Strategy and Organization. 6. Corporate Strategy at The Hour Glass. 7. Jollibee Foods Corporation. 8. The Asian Airline Industry. 9. The Liner Shipping Industry. 10. The Chinese Beer Industry (A): Demise of Foreign Competitors. 11. The Chinese Beer Industry (B): Renewed Optimism. 12. Asia Pacific Breweries' Regionalization Strategy. 13. Osim's Brookstone Acquisition: When Local Realities Clashed with Global Dreams. 14. HSBC's Internationalization Strategy. 15. Asian Paints. 16. Thakral Group. 17. C&C: From Crises to Astra. 18. Tata Motors (A): Acquisition of Daewoo Commercial Vehicle Company. 19. Tata Motors (B): Integration of Daewoo Commercial Vehicle Company. 20. NOL and APL (A). 21. NOL and APL (B). 22. Singapore Airlines: Responding to the Crises. 23. McDonald's in India: A Case of Strategic Adaptation. 24. Thakral Corporation in China. 25. Sony Corporation (A): The Vision of Tomorrow. 26. Sony Corporation (B): Back to the Future? 27. Corporate Social Responsibility at Sony Corporation. 28. Fonterra and the Milk Contamination Crisis in China.

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New Edition Available in May 2011!

**BUSINESS STRATEGY:
THEORY AND CASES, 2E** **IE**

R. Duane Ireland, University of Richmond; Robert Hoskisson, University of Oklahoma; Michael Hitt, Arizona State University

Discover the knowledge and tools that today's most successful firms use to build business and consistently outperform the competition when you open the latest edition of Hoskisson/Hitt/Ireland's **BUSINESS STRATEGY: THEORY AND CASES, 2E, INTERNATIONAL EDITION**. This concise, hands-on approach by recognized leaders in business strategy clearly demonstrates how solid management strategy equals the decisive, responsive action that prosperous firms use to create sustainable competitive advantage. This edition guides you, step-by-step, through creating strong strategy, planning for success, implementing responsive action, competing effectively with strategy, analyzing the environment and firm, and improving upon results. The authors clearly connect strategy concepts to the real business world, giving you the unique opportunity to examine and learn from strategy that has worked as well as strategy that has failed within familiar companies. The latest research and insights from global business leaders, extensive examples, and practical cases help equip you with the hands-on skills and career tools for your own superior performance and strategic management success.

FEATURES:

- **Trust the text's accurate, reliable presentation:** The text's distinguished authors continue to provide the most accurate, reliable presentation available in this new edition. You can teach with confidence, knowing your students are learning from the most accurate, up-to-date business strategy text on the market.
- **Provide in-depth, brief, and customized analysis with a variety of cases:** Help students practice strategic management and critical-thinking skills with a wide selection of Full Teaching Cases that reflect today's latest developments and fresh Mini-Cases drawn from familiar industries. Cases allow students to plan, execute, and evaluate strategies in action and within context. You can even choose additional cases from Harvard, Ivey, and Darden through Cengage Learning Custom Solutions.
- **Build students' skills with strategy toolbox:** Students closely analyze and evaluate how real firms use specific management tools or techniques within the strategic management process. This practical approach to business problems encourages students to think strategically. The outlined steps or approaches provide skills students can use in the workplace for their personal success.
- **Present unique perspectives within understanding strategy:** Learning from success/learning from failure: At the heart of this book's action-oriented approach, your students learn to apply the strategic management process for short- and long-term success as they see the impact of business strategy at work in examples of familiar companies, drawn from recent business news. Your students even learn from mistakes of others as they examine strategies that did not work and see, first hand, the results in firms that failed to apply the strategic process.

CONTENTS:

1. The Foundations of Strategic Management. 2. Leading Strategically. 3. Analyzing the External Environment. 4. Analyzing the Firm. 5. Business-Level Strategy. 6. Multi-Product Strategies. 7. Acquiring and Integrating Businesses. 8. Competing Across Borders. 9. Creating and Maintaining Alliances. 10. Innovating through Strategic Entrepreneurship.

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New Edition Available in September 2011!

COMPETING FOR ADVANTAGE, 2E **IE**

Robert Hoskisson, University of Oklahoma; Michael Hitt, Arizona State University; R. Duane Ireland, University of Richmond

Discover what it takes to create a sustainable competitive advantage in management and business today with this straightforward, powerful strategic management resources. **COMPETING FOR ADVANTAGE, INTERNATIONAL EDITION 2E** focuses specifically on the issues most important to today's current or future practitioner. The book details the processes and tools you need to better understand and effectively contribute to your organization's strategic management process. Applied examples illustrate the latest thinking, practices, and research in strategic management today with in-depth discussions that examine critical topics such as strategic leadership and corporate governance. Access to relevant cases, a focus on the emerging issues such as ethics, and an emphasis on technology throughout prepare you for success in the fast-paced, ever-changing global economy in which today's firms compete.

NEW TO THIS EDITION:

- Improved teaching supplements with effective electronic solutions--including an enhanced text companion website, immediate access to relevant cases, and stronger videos--correlate directly with the text to save you time in preparation and assessment.
- New text author, Jeffrey S. Harrison, brings a wealth of strategic management experience and years of teaching and consulting success to this edition.
- New Real Options chapter, contributed by specialist Jeff Reuer of University of North Carolina, provides useful insights and thought-provoking discussions relating to finance.
- Time-saving Case Maps for each chapter instantly connect you to exceptional cases provided by reliable, qualified sources and related to the chapter's content. Cases are available through the text's companion website or through Thomson Custom Solutions.

FEATURES:

- Three key themes woven throughout the text--value creation, globalization, and technology--clearly detail the enormous impact of these critical areas on strategy today.
- Cutting-edge topics address the latest areas of strategic management with full chapters covering strategic leadership, entrepreneurship, and corporate governance.
- Concise, straightforward text offers the flexibility and time to add your own cases and focused exercises to meet the specific needs of your course.
- Excellent figures and tables help summarize and further clarify key topics.
- Ethics, highlighted throughout the text and emphasized with special ethics questions at the end of each chapter, examine the ethical dimension of today's business decisions and management actions and offer valuable practice for students.
- Knowledge Objectives at the beginning of each chapter clearly identify the key information within the chapter and help students focus on the most critical strategic issues.
- End-of-Chapter Summaries reconnect the chapter-opening Knowledge Objectives with content students have learned and quickly highlight the chapter's most critical concepts, skills, and techniques to ensure comprehension.
- Integrated coverage of business structures highlights the various organizational structures as well as the specific business level, corporate, international and cooperative strategies that are most appropriate for each structure.

CONTENTS:

PART 1. STRATEGIC THINKING.1. What is Strategic Management?.2. Leading Strategically. PART 2. STRATEGIC ANALYSIS.3. Examining the Internal Organization: Activities, Resources, and Capabilities.4. Exploring the External Environment: Competition and Opportunities. PART 3. CREATING COMPETITIVE ADVANTAGE.5. Business-Level Strategy.6. Competitive Rivalry and Competitive Dynamics.7. Cooperative Strategy.8. Corporate-Level Strategy.9. Acquisition and Restructuring Strategies.10. International Strategy. PART 4. MONITORING AND CREATING ENTREPRENEURIAL OPPORTUNITIES.11. Corporate Governance.12. Strategic Entrepreneurship.13. Strategic Flexibility and Real Options Analysis.

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FROM FARCE TO FORCE Building E-Commerce Strategies

Sarah McCue, World Trade Organization

Getting swept up into the excitement of the dot.com boom, many managers left traditional business sense behind. E-commerce expert Sarah McCue offers a practical guide to help small and midsize companies get back on track and back to the basics. Based on lessons learned from the dot.com rise and fall, this practical resource reintroduces proven business practices in the context of e-commerce as it illustrates how to establish and implement effective Internet strategy. Offering insight into the secrets of e-commerce, **Building E-Commerce Strategies** focuses on the nine functional areas of e-commerce, offers in-depth coverage of challenges and opportunities unique to e-commerce, highlights effective Web sites, addresses Internet marketing issues, and much more.

FEATURES:

- Strategic Focus: McCue takes an in-depth look at the key trends and critical success factors that impact e-commerce strategy and offers numerous resources to help companies build and strengthen their e-commerce strategies.
- Myths Dispelled: Providing insight into unique challenges that face companies involved in e-commerce, **Building E-Commerce Strategies** offers thorough discussions of the myths and lessons learned through the mistakes made in recent e-commerce history, helping readers learn from the mishaps of others.
- e-Insider Insight: In addition, prominent e-commerce thought leaders offer their opinions on future e-commerce trends and key issues.

CONTENTS:

1. Introduction. 2. E-Commerce: Force or Farce? 3. The E-Commerce Challenges Faced by SMEs. 4. Trends in E-Commerce. 5. Research. 6. The 5C's of E-Commerce: Islands of Excellence/Thrivers. 7. Success Factors. 8. Developing an E-Commerce Strategy. 9. The Secrets of E-Commerce. 10. Enhance Your EQ. 11. Enlightened Networking.12. The Future of E-Commerce. 13. Actions for Thought Leaders Bibliography.

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STRATEGIC MANAGEMENT, 2E

Mohd Khairuddin Hashim, *Universiti Utara Malaysia*

This book views strategic management as a field of study as well as an important business process. The book emphasizes on strategic management as an important process that affects not only the performance, but also the future of organizations. In doing so, the book focuses on essential issues such as its origin, context, approaches, theories, and addresses each of the important aspects of strategic management processes to help readers better understand the subject, especially those attempting to learn it for the first time.

FEATURES:

- Additional theories, tools, and techniques to further assist students and managers better understand, as well as practice strategic management
- Additional chapter on strategic thinking in this edition

CONTENTS:

1. The Origin of Strategic Management.
2. The Context of Strategic Management.
3. Strategic Management Approaches and Theories.
4. Environmental Analysis.
5. Strategic Thinking.
6. Strategic Formulation.
7. Strategy Implementation.
8. Strategy Evaluation and Control. Cases.

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STRATEGIC MANAGEMENT, 6E

Awareness, Analysis and Change

John L. Thompson, *University of Huddersfield*; Frank Martin, *University of Stirling*

The new edition of Strategic management by Thompson and Martin is essential reading for all students of strategy at undergraduate, diploma and MBA level. Maintaining the traditional analysis, formulation and implementation framework, the sixth edition has been revised and updated to include modern strategy topics such as the Blue Ocean strategy, as well as new cases throughout the text which have been expertly prepared by ECCH case tutor, John Thompson. New experiential activity can be found at the end of every chapter to offer students a more applied and in-depth learning experience.

FEATURES:

- Cutting-edge case studies, all crafted by the authors, ensure your learning is constructively applied to real-world business problems
- Coverage of hot topics in twenty-first-century strategy, such as Blue Ocean Strategy and the impact of the financial crisis, means you understand the critical issues
- New Strategy Activities in every chapter reinforce and test your knowledge within a practical environment

CONTENTS:

- Part 1: Understanding strategy and strategic management. 1. Introducing strategy and strategic management. Part 2: Strategic positioning. 2. Strategic thinking, environmental analysis, synergy and strategic positioning. 3. Resource-led strategy. 4. The dynamics of competition. 5. Introducing culture and values. Part 3: Strategic analysis and choice. 6. Strategic purpose. 7. Strategic success. 8. An introduction to strategy creation and planning. 9. Strategic leadership, entrepreneurship and intrapreneurship. 10. Strategic alternatives, strategy evaluation and strategy selection. Part 4: Issues in strategic growth. 11. Strategic growth. 12. International strategy. 13. Failure, consolidation and recovery

strategies. Part 5: Strategic management. 14. Strategy implementation. 15. Leading change. 16. Managing strategy in the organization. 17. Final thoughts: the purpose of strategy.

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New Edition!

IE

STRATEGIC MANAGEMENT ESSENTIALS, 3E

Charles W. L. Hill, *University of Washington*; Gareth R. Jones, *Texas A&M University*

Thorough yet concise, STRATEGIC MANAGEMENT ESSENTIALS, Third Edition, is a brief version of the authors' market-leading text. Following the same framework as the larger book, ESSENTIALS helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the "business model" concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios.

NEW TO THIS EDITION:

- New "Ethical Dilemma" features real-world ethical concerns facing today's business managers and asks students to make managerial decisions while considering chapter concepts and business integrity on such topics as management restructuring, outsourcing, talent recruiting, achieving corporate objectives, and maintaining competitive advantage.
- New "Strategy in Action" cases contain up-to-date topics and research and help students see the business concepts in action at real-world companies.

FEATURES:

- A running case featuring Wal-Mart illustrates key topics in the context of the company's strategy and performance. The ongoing case enables students to continue building on their knowledge and skills as they apply chapter concepts to an organization with which they are familiar.
- "Strategy in Action" boxes examine how the management theory covered in the text can be applied to real-world situations--enabling students to immediately apply what they learn to actual organizations.
- Closing Cases conclude each chapter with a brief case that can be used for further analysis of chapter issues. Each case has been chosen to reflect contemporary issues and problems in strategic management. Accompanying discussion questions encourage students to consider how managers approach real problems in today's market.

CONTENTS:

Part I: INTRODUCTION TO STRATEGIC MANAGEMENT.1. Developing the Competitive Strategic Process. 2. Governing Stakeholders and Business Ethics. Part II: THE NATURE OF COMPETITIVE ADVANTAGE.3. Identifying Opportunities and Threats through External Analysis.4. Building Competitive Advantage.Part III: BUILDING AND SUSTAINING LONG-RUN COMPETITIVE ADVANTAGE.5. Positioning for Competitive Business-Level Strategy.6. Global Strategy. 7. Long-Run Profitability through Corporate-Level Strategy.Part IV: STRATEGY IMPLEMENTATION.8. Strategic Change. 9. Implementing Strategy through Organizational Design.Part V: CASES.SGI versus Dell.The Home Video Game Industry.The Global Auto Industry.IKEA.Rise of IBM.Fall of IBM. IBM in 2009.

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STRATEGIC MANAGEMENT FUNDAMENTALS, 5E

Jeffrey S. Harrison, Cornell University

Introduce the most important theories and views in strategic management today using this concise, yet complete, text. St. John/Harrison's STRATEGIC MANAGEMENT FUNDAMENTALS, 5e, International Edition, addresses the most recent changes in today's business environment, including many topics that other strategic management texts often miss. This valuable text builds on a traditional theoretical foundation by using engaging examples from many of today's leading firms to demonstrate principles and applications. This edition now highlights strategizing in the global arena and the contemporary challenges of increased globalization while offering more focused coverage of the increasingly important topic of ethics.

NEW TO THIS EDITION:

- Additional emphasis on innovation and entrepreneurship demonstrates how to transform potential into success: This edition more thoroughly covers both innovation in today's business world and entrepreneurship as your students learn to explore possibilities beyond the typical solutions.
- More information on today's ethics and social responsibility prepares students for realities in business today: You can bring more timely information to your students on ethics and social responsibility with this edition's increased emphasis on these critical aspects of business from a stakeholder perspective.
- Revised restructuring chapter provides more on economic cycles: Now you can teach your students how to deal with fluctuations effectively from a management standpoint using the additional detail on economic cycles in this edition's revised restructuring chapter (Chapter 8).
- New emphasis on social networks highlights how to maximize these potential resources: The authors now emphasize how to best use the power of today's social networks as a source of competitive advantage.
- Revised business-level strategies emphasize how to break new ground in business today: This edition's significantly revised chapter on business-level strategies (Chapter 5) encompasses Blue Ocean strategies that demonstrate how to make the competition irrelevant by competing in new market space rather than existing industries.

FEATURES:

- Concise, streamlined approach offers flexibility for additional coverage: This book's streamlined coverage leaves ample time for you to customize and tailor your course to the needs of your students with experiential exercises and relevant readings and cases of your choice.
- Multiple perspectives on strategic management equip students with broad opportunities for success: This book covers resource-based, economic, and stakeholder models, drawing from these multiple perspectives on the strategic management process to prepare your students for management

success more thoroughly.

- Succinct, yet thorough, text offers ongoing economical value: This well-rounded text provides the insights your students need into today's strategic management principles and practices while remaining concise to keep the book both accessible and economical for today's learners.
- Engaging examples from leading firms illustrate major points: Students further develop their decision-making and analysis techniques as they review intriguing examples drawn from familiar organizations that demonstrate the text's principles in practice.
- Chapter openers and closers further emphasize the value of strategy: Each chapter opens with a captivating "Strategy in Focus" that highlights the chapter's principles in practice. Chapters conclude with useful "Key Points Summary" that provide an ideal tool for review and test preparation.

CONTENTS:

1. What is Strategic Management. 2. Environmental Analysis. 3. Internal Resources & Capabilities. 4. Mission Vision & Strategic Direction. 5. Strategy at the Business-Level. 6. Strategy at the Corporate-Level. 7. Leadership & Implementation. 8. Control and Structural Organization.

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STRATEGIC MANAGEMENT: PRINCIPLES AND PRACTICE

Barry J. Witche, Norwich Business School, University of East Anglia; Vinh Sum Chau, Norwich Business School, University of East Anglia

Global examples, multiple perspectives and dynamic presentation make this important new textbook the complete introduction for modern strategy courses. Encouraging students to “be conscious of the perspectives, context and complexity that produce ideas about strategy”, the experienced author team situate learning within a diverse range of environments to reflect the globalized and turbulent nature of today’s business. “Key Debates” situated in every chapter provide a balanced introduction and highlight the subject’s vibrancy by asking the student to tackle vital strategic questions such as: “Are the five forces still relevant for today?”, “Do boards control their executives?”, “Should strategy be stable over time, or should it be changing?” and “Is related better than unrelated diversification?” Case Studies, Business Vignettes, Key Terms, Guided Further Reading and detailed Chapter References round out a comprehensive pedagogical framework while a complete supplements package ensures you can seamlessly integrate Witche & Chau into your teaching for 2010 and beyond.

FEATURES:

- A fully global emphasis throughout, including examples from Tata Steel, Toyota, The Doosan Group, Transco, Beijing State-owned Assets Management, Ryanair, BBC, Tesco and much more
- Coverage of the recent financial crisis with examples populated throughout and a final, integrative chapter Case Study entitled: “The global financial crisis: A question of leadership?”
- Coverage of hot topics such as blue ocean strategy, strategy as practice and ethics and strategy

CONTENTS:

Part 1: What is strategy? 1 Overview of Strategic Management. 2. Purpose. Part 2: Determinants of strategy. 3 Strategic Objectives. 4 The External Environment 5 The Internal Environment. Part 3: Strategy. 6 Business-Level Strategy. 7 Corporate-Level Strategy. 8 Global Strategy. Part 4: Strategy development. 9 Organizing. 10 Managing Implementation. 11 Leadership.

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STRATEGY: SUSTAINABLE ADVANTAGE AND PERFORMANCE **IE**

Page West, Wake Forest University; Charles E. Bamford, Queens University of Charlotte

STRATEGY: SUSTAINABLE ADVANTAGE AND PERFORMANCE, 1e, International Edition, provides an innovative and effective new approach to the study of strategic management. This groundbreaking text emphasizes growth-oriented businesses and highly competitive environments, applying traditional principles and frameworks to the dynamic business climate today’s students will experience as working professionals. Using value creation, sustainability, and performance as integrating mechanisms, the text enables a broad discussion of stakeholders and organizational goals, as well as in-depth exploration of the value chain framework. Masterfully balancing fundamental business theory and practical, real-life applications--presented through vignettes, exercises, and simulations--the authors employ a lively and engaging writing style that will appeal to students and instructors alike.

FEATURES:

- The excellent quality of instructor-selected strategic management cases and additional support on how to integrate cases with an instructor’s existing syllabus and preferred teaching methods represent one of the most innovative strengths of this unique text.
- The authors have written the text in a friendly, engaging, conversational style that facilitates interest and learning, making it easier to engage students and to help them recall and apply the material.
- Opening vignettes, as well as additional examples integrated throughout the text, provide students with compelling real-world examples and applications they are likely to encounter as professionals entering today’s dynamic business environment.
- Icons positioned throughout the margins draw students’ attention to key passages regarding leadership, ethics, and concrete applications of theory, supporting more effective and efficient reading and studying.

CONTENTS:

Section A: INTRODUCTION:STRATEGY, PERFORMANCE & DIRECTION. 1. Strategy. 2. Performance. 3. Vision and Mission. Section B: ANALYSIS. 4. External Environment. 5. Value Chain. 6. The Resource-Based View. 7. Strategy at the Business Level. Section C: LIFE CYCLE DYNAMICS & CORPORATE STRATEGY. 8. Life Cycles. 9. Competitive Landscapes. 10. Strategy at the Corporate Level. Section D: IMPLEMENTATION. 11. Structure. 12. Control & Performance.

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STRATEGIZE!: EXPERIENTIAL EXERCISES IN STRATEGIC MANAGEMENT, 3E

(WITH WEB SITE PRINTED ACCESS CARD)

C. Gopinath, Suffolk University; Julie Siciliano, Western New England College

STRATEGIZE! is a valuable and informational text that allows readers to analyze a variety of strategy models and concepts in order to gain a better understanding of strategic management theory. The book presents many in- and out-of-class exercises that offer students a more applied and in-depth learning experience.

FEATURES:

- All exercises have been updated to provide accurate and relevant scenarios, and include several new cases for analysis and discussion.
- Brief summary readings throughout each section provide reviews of highlighted theories or concepts.
- STRATEGIZE! contains a variety of exercises to be completed by individuals or groups, either in or out of class, depending on the instructor's preference.
- Part V includes two semester-long projects that cater to those looking for more intensive exercises.

CONTENTS:

PART I: UNDERSTANDING STRATEGIC MANAGEMENT. Strategy Session 1: Decision Making at the Strategic and Operational Level. Strategy Session 2: Understanding the Concept of Strategy. Strategy Session 3: Communicating Purpose Through Mission Statements. Strategy Session 4: The Board's Role in Corporate Governance. Strategy Session 5: Viewing Strategy from the Stakeholder Perspective. PART II: DESIGNING STRATEGY. Strategy Session 6: Forces Affecting Competitive Strategy. Strategy Session 7: Generating a Plan of Action: SWOT Analysis. Strategy Session 8: Developing Generic Strategy. Strategy Session 9: Building Competitive Advantage. Strategy Session 10: Viewing Corporate Strategy from the Core Competencies. Strategy Session 11: Global Strategic Alliances. Strategy Session 12: Identifying Transnational Strategies. Strategy Session 13: Understanding Turnaround Management. Strategy Session 14: Scenarios for Planning: Innovative Approaches for the Future. PART III: IMPLEMENTING STRATEGY. Strategy Session 15: Succeeding in Strategy Formulation and Implementation. Strategy Session 16 Structuring to Support Strategy. Strategy Session 17: Strategy Implementation Using the 7-S Model. Strategy Session 18: Corporate Sustainability. Strategy Session 19: Monitoring Strategy Implementation Through the Balanced Scorecard. PART IV: INDUSTRY ANALYSIS. Lodging Industry Profile. PART V: SEMESTER PROJECTS. Team Projects A & B Project B: Project A: Comparing Two Organizations in the Same Industry Identifying Strategic Issues at Local Business Organizations. MICA Method of Case Analysis and Discussion. References and Sources. Index.

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STRATEGY, 4E

Process, Content, Context

Bob de Wit, Maastricht School of Management, The Netherlands; Ron Meyer, Rotterdam School of Management, Erasmus University, The Netherlands

The highly anticipated new edition of the market-leading introduction to strategic management from Bob de Wit (Maastricht School of Management) and Ron Meyer (TiasNimbas Business School). Widely acclaimed for its ability to foster creative, non-prescriptive and global strategic thinking amongst students, Strategy 4e builds on the major international success of the prior edition. Developed from wide-ranging market feedback, all of the short and long cases have been replaced or wholly updated with dozens of new cases crafted by the authors and several international contributors. From Google to KPMG, ING Direct to the Metropolitan Opera, the text now features an unparalleled range of organizations with rich settings for students to develop key strategy skills and understanding. New readings, including coverage of hot topics like Blue Ocean Strategy, ensure the theory remains cutting-edge, while a boosted set of lecturer resources makes this the complete package for 21st century strategy courses.

FEATURES:

- New short cases, all crafted specifically for the text, introduced throughout and including a rich range of strategy settings such as: Google, Sanoma, Zeiss, Ducati, KPMG and many more
- Entirely new long case section, supplied from premium providers, and including such organizations as Heathrow Terminal 5, Ferrari, Apple, China Ocean Shipping, Wal Mart and many more
- New readings introduced alongside the existing classic pieces to keep the theory cutting-edge
- Boosted supplements with Instructor's Manual, PowerPoint Slides, Extra Case Studies, Test Bank and much more.

CONTENTS:

Part One: Strategy: 1. Introduction. Part Two: Strategy Process 2. Strategic Thinking. 3. Strategy Formation. 4. Strategic Change. Part Three: Strategy Content 5. Business Level Strategy. 6. Corporate Level Strategy. 7. Network Level Strategy. Part Four: Strategy Context 8. The Industry Context. 9. The Organizational Context. 10. The International Context. Part Five: Purpose 11. The Organizational Purpose Part Six: Cases.

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STRATEGY SYNTHESIS, 3E

Resolving Strategy Paradoxes to Create Competitive Advantage

Bob de Wit, Maastricht School of Management, The Netherlands; Ron Meyer, Rotterdam School of Management, Erasmus University, The Netherlands

The highly anticipated new edition of the market-leading introduction to strategic management from Bob de Wit (Maastricht School of Management) and Ron Meyer (TiasNimbas Business School). Widely acclaimed for its ability to foster creative, non-prescriptive and global strategic thinking amongst students, Strategy 4e builds on the major international success of the prior edition. Developed from wide-ranging market feedback, all of the short and long cases have been replaced or wholly updated with dozens of new cases crafted by the authors and several international contributors. From Google to KPMG, ING Direct to the Metropolitan Opera, the text now features an unparalleled range of organizations with rich settings for students to develop key strategy skills and understanding. New readings, including coverage of hot topics like Blue Ocean Strategy, ensure the theory remains cutting-edge, while a boosted set of lecturer resources makes this the complete package for 21st century strategy courses.

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Part One: Strategy: 1. Introduction. Part Two: Strategy Process 2. Strategic Thinking. 3. Strategy Formation. 4. Strategic Change. Part Three: Strategy Content 5. Business Level Strategy. 6. Corporate Level Strategy. 7. Network Level Strategy. Part Four: Strategy Context 8. The Industry Context. 9. The Organizational Context. 10. The International Context. Part Five: Purpose 11. The Organizational Purpose.

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STRATEGY SYNTHESIS, CONCISE VERSION, 2E

Resolving Strategy Paradoxes to Create Competitive Advantage

Bob de Wit, Maastricht School of Management, The Netherlands; Ron Meyer, Rotterdam School of Management, Erasmus University, The Netherlands

De Wit & Meyer's distinctive, multi-perspective approach has helped thousands of students and professionals around the world develop into critical and creative strategic thinkers. By carefully guiding readers through a variety of perspectives, De Wit & Meyer show how, more than ever, effective strategy requires the ability to consider strategic issues in many different ways.

NEW TO THIS EDITION:

- New short cases throughout using diverse global examples including KPMG, Danone, Sanoma and ING Direct
- New examples throughout citing cutting-edge businesses including Google, National Australia Bank, the Metropolitan Opera and Samsung

FEATURES:

- Presents strategy as a debate using a range of different, often conflicting, perspectives that encourage readers to actually think about strategy
- Adopts a 'key issues' structure focused on the key strategic questions strategists face in practice

CONTENTS:

Strategy. 1 Introduction . Strategy process. 2 Strategic thinking. 3 Strategy formation. 4 Strategic change. Strategy Content. 5. Business level strategy.

6. Corporate level strategy. 7. Network level strategy. Strategy Context. 8 The industry context. 9 The organizational context. 10 The international context. Purpose. 11 Organizational purpose

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New Edition!

IE

THE MANAGEMENT OF STRATEGY, 9E

Concept of Cases

Michael Hitt, Texas A&M University; R. Duane Ireland, Texas A&M University; Robert Hoskisson, Arizona State University

Introduce strategic management using the market-leading text that sets the standard for the most complete, relevant presentation. Written by highly respected experts and prestigious scholars, Hitt/Ireland/Hoskisson's market-leading text provides an intellectually rich, yet thoroughly practical, analysis of strategic management today. This unique text is the only one to integrate the classic industrial organization model with a resource-based view of the firm to give readers a complete understanding of how today's businesses use strategic management to establish sustained competitive advantage. The authors present cutting-edge research and strategic management trends within a strong global focus, using memorable examples from more than 600 companies.

NEW TO THIS EDITION:

- **NEW CASES AND THE MOST RECENT RESEARCH REFLECT TODAY'S CURRENT DEVELOPMENTS** -- Up-to-date research and current findings as well as new cases focus on a variety of topics, organizational settings, and industries to ensure course material is directly relevant to students. Cases exemplify how actual national and international organizations use strategic management processes to outperform rivals. Exceptionally detailed Case Notes, including full financial analyses and tutorials for many cases, ensure dynamic instruction.
- **THIS EDITION EXAMINES THE IMPACT OF CURRENT GLOBAL EVENTS AND STRATEGIC TRENDS.** Expanded coverage addresses the recent global economic crisis, environmental sustainability, ethics and social responsibility, global strategy, cultural diversity, and similar topics prompting dynamic class discussion and a practical focus that engages students. This continues to be the only book in the market with a separate chapter devoted to strategic entrepreneurship.
- **NEW "STRATEGIC FOCUS" FEATURES SCRUTINIZE REAL STRATEGY LEADERS IN ACTION** -- Fresh, new "Strategic Focus" segments in this edition instantly emphasize the relevance of key concepts as students examine interesting, international strategy leaders from today's business world and the actual decisions they've implemented. Students explore how these decisions have impacted business strategy.
- **"STRATEGY RIGHT NOW" HIGHLIGHTS STRATEGIC MANAGEMENT IN USE TODAY** -- "Strategy Right Now" features in each chapter highlight how companies are effectively using a strategic management tool, technique or

concept examined in the chapter.

FEATURES:

- **EXPERT AUTHOR TEAM OFFERS FIRST-HAND INSIGHTS INTO TODAY'S MANAGEMENT** -- As prestigious, active instructors and widely acknowledged experts in strategic management, these authors are able to share unique, first-hand insights into the use of strategic management tools, techniques and concepts in business today.
- **PROVEN LEARNING FEATURES AND READABLE PRESENTATION INSPIRES LEARNING** -- This edition establishes a new standard for presenting strategic management knowledge. Fresh content throughout numerous learning features, such as "Strategic Focus" examples from leading international companies and "Strategy Right Now" callouts clearly connect insightful research with applications.
- **UNIQUE APPROACH INTEGRATES TODAY'S MOST POPULAR THEORETICAL STRATEGIC MANAGEMENT CONCEPTS** -- While other books emphasize either the theory of industrial-organization economics or the resource-based view of the firm, this is the only book that carefully integrates both of these theoretical perspectives for a complete presentation that explains the strategic management process and its application in all types of organizations.

CONTENTS:

Part I: STRATEGIC MANAGEMENT INPUTS. 1. Strategic Management and Strategic Competitiveness. 2. The External Environment: Opportunities, Threats, Industry Competition, and Competitor Analysis. 3. The Internal Organization: Resources, Capabilities, Core Competencies, and Competitive Advantages. Part II: STRATEGIC ACTIONS: STRATEGY FORMULATION. 4. Business-Level Strategy. 5. Competitive Rivalry and Competitive Dynamics. 6. Corporate-Level Strategy. 7. Acquisition and Restructuring Strategies. 8. International Strategy. 9. Cooperative Strategy. Part III: STRATEGIC ACTIONS IMPLEMENTATION. 10. Corporate Governance. 11. Organizational Structure and Controls. 12. Strategic Leadership. 13. Strategic Entrepreneurship. Part IV: CASES.

Volume Options:

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THEORY OF STRATEGIC MANAGEMENT WITH CASES, 9E

IE

Charles W. L. Hill, University of Washington; Gareth R. Jones, Texas A&M University

This leading strategy text presents the complexities of strategic management through up-to-date scholarship and hands-on applications. Highly respected authors Gareth Jones and Charles Hill integrate cutting-edge research on topics including corporate performance, governance, strategic leadership, technology, and business ethics through both theory and cases. Based on real-world practices and current thinking in the field, the Ninth Edition of Theory of Strategic Management with Cases, International Edition features an increased emphasis on the changing global economy and its role in strategic management. The high-quality case study program contains 22 cases covering small, medium, and large companies of varying backgrounds.

FEATURES:

- Ethical Dilemma margin call-outs in each chapter ask students to consider ethical ramifications of management decisions and to consider alternate decisions based on chapter concepts.
- Running Cases featuring Wal-Mart. Various business aspects of Wal-Mart's operations are featured in every chapter.

- New examples focusing on the global economic status integrated throughout all chapters and a research focus for cases.
- Cases have been revised and updated with 2008 data with new cases added. New companies featured include Wynn Resorts and Tata Motors.

CONTENTS:

PART ONE: STRATEGIC OVERVIEW. 1: Leadership, Strategy, and Competitive Advantage. 2: Opportunities and Threats-Analyzing the External Environment. PART TWO: COMPETITIVE ADVANTAGE. 3: Competencies and Profitability Analyzing Internal Resources. 4: Strategy at the Functional Level. PART THREE: FORMULATING STRATEGIES. 5: Strategy at the Business-Level. 6: Industry Environment and Business-Level Strategy. 7: Technology. 8: Global Strategy. 9: Strategy at the Corporate Level. 10: Corporate Diversification Strategy. PART FOUR: IMPLEMENTING STRATEGY. 11: Performance and Governance. 12: Corporate Single Industry Strategy. 13: Corporate Strategy across Countries and Industries. PART FIVE: CASES IN STRATEGIC MANAGEMENT Case 1: Wynn Resorts, Ltd. Case 2: Apple in 2008. Case 3: IKEA. Case 4: Google in 2008 Case 5: Intel in 2008. Case 6: The Global Auto Industry. Case 7: Toyota in 2009 Case 8: GM in 2009. Case 9: Tata Motors Acquisition of Land Rover. Case 10: The Home Video Game Industry. Case 11: Nucor in 2009. Case 12: Satellite Radio (A): XM versus Sirius. Case 13: Satellite Radio (B): XM and Sirius. Case 14: The Rise of IBM. Case 15: The Fall of IBM. Case 16: IBM in 2009. Case 17: Tivo 2008. Case 18: Hanson (A). Case 19: Hanson (B). Case 20: Charles Schwab in 2008 C258. Case 21: The Walt Disney Company 1995-2009. Case 22: Michael Eisner's Walt Disney Company.

Volume Options:

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©2010 Case Studies in Strategic Management, International Edition, 9e 9780538754415.

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UNDERSTANDING GLOBAL STRATEGY

Susan Segal-Horn, Open University Business School; David Faulkner, Royal Holloway College, University of London

Understanding Global Strategy is the eagerly anticipated new textbook from Susan Segal-Horn and David Faulkner for international strategy courses at all levels. Exploring strategic decision-making on a global scale from multinational corporations through to small enterprises, Segal-Horn and Faulkner cover globalization, networking, culture barriers and benefits, ethics and emerging economies to provide the complete introduction for today's global strategy courses. This textbook is essential reading for all international or global strategy modules on advance undergraduate or postgraduate (particularly MBA) programmes, in addition to broader strategic management and professional courses.

FEATURES:

- Written by key names in the field, both authors are very well-known researchers, experienced writers, and active teachers.
- Strong focus on strategic management combined with the inclusion of the necessary international economic concepts.
- Crucial contemporary chapters on: emerging markets including SMEs; global mergers and acquisitions; the 'new' economy, technology, externalities/the Internet; corporate social responsibility; networks and virtual corporations; and HQ Subsidiary relationships/parenting.
- Includes mini-cases as succinct illustrations of theory in practice, with one or two questions to address the 'so what?' factor.
- Also contains one long case per chapter that is a very close fit for the issues in each chapter; again, these cases will be accompanied by closing questions that help the students assess their understanding of the key issues.
- Excellent pedagogical devices include Learning Objectives, Glossary Terms,

Discussion Questions/Assignments, Bulleted Summaries, Annotated Further Readings, and Weblinks to broaden and expand the teaching and learning experience.

- Companion websites include: PPTs, case analysis, short tutor notes for teaching each chapter, additional questions, and for students: internet exercises, weblinks and additional questions.

CONTENTS:

1 Introductory themes. PART 1 THE EXTERNAL WORLD. 2 The nature of world trade. 3 Globalization, anti-globalization and regionalization. 4 Emerging economies. 5 The information industries. 6 Small is valuable: BOPs and SMEs. PART 2 THE CONTEMPORARY ORGANIZATION OF MNCs. 7 Traditional MNC structure frameworks. 8 How to organize MNCs: what matters now. 9 Strategic networks and the virtual corporation. 10 Co-operative strategies. 11 Global mergers and acquisitions. PART 3 THE MODERN WORLD. 12 Cross-border culture: barriers and benefits. 13 Learning within MNCs. 14 Global strategy in services. 15 The ethical MNC. 16 Reflections: final thoughts. PART 4 CASE STUDIES.

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SUPERVISION

SUPERVISION **IE**

Charlene Cassidy, Anne Arundel Community College; Robert Kreitner, Arizona State University, Emeritus

This much-anticipated text emphasizes the skills that are most important to succeed in today's new economy, including exceptional communication and training skills and extraordinary people skills. To support the book's underlying theme of setting people up for success, each chapter emphasizes the most effective strategies and techniques for becoming a highly effective supervisor. The reader gains a solid understanding of the vast responsibilities today's supervisors face and how to best approach these responsibilities, including the management of growing diverse and virtual teams. The book's clear presentation incorporates engaging interviews, intriguing case studies, and extensive real-world examples to demonstrate how supervisors can spend more time setting their people up for success and less time controlling and disciplining. A unique skills-based Supervisor's Toolkit contains checklists, communication logs, self-assessment tools, and other critical supervision resources the equip today's supervisor to achieve his or her personal best.

FEATURES:

- SUPERVISOR'S TOOLKIT PROVIDES EASY ACCESS TO VALUABLE, PRACTICAL RESOURCES --A unique Supervisor's Toolkit is integrated throughout the book to provide resources that are critical for achieving and inspiring success now and in the future. Students find important forms, checklists, communication logs, self-assessment tools, and experiential activities as well as opportunities to practice techniques.
- KNOWLEDGE TO ACTION activities are a unique learning tool containing scenarios and questions designed to allow students to reflect and apply their new knowledge. Through these engaging individual or group activities, students discover why the information is relevant and how it can be used in the workplace. These are outstanding focal points for class discussion.
- BALANCED CHAPTER CONTENT FOCUSES ON PRACTICAL SKILLS AND REAL EXAMPLES --Important background information within each chapter offers clear explanations, interviews filled with useful insights, numerous real examples from actual organizations, useful case studies, and tools

from the Supervisor's Toolkit. All chapter content supports the book's underlying theme of setting employees up for success as students learn to face challenges to achieve their full potential and create opportunities for employees for attain success.

- "THEY SAID IT BEST" DIRECTS READERS TO INSIGHTFUL QUOTES FROM RECOGNIZED LEADERS --Brief "They Said it Best" feature boxes throughout each chapter highlight key comments from well-known business leaders related to chapter content.
- "STRAIGHT TALK FROM THE FIELD" OPENING VIGNETTES IMMEDIATELY ENGAGE READERS --Each chapter begins with an intriguing vignette written by a supervisor from with diverse industry experience. These "guest speakers" provide real-world examples that resonate with students and bring the material to life through their candid personal experiences.

CONTENTS:

PART I: INTRODUCTION TO BUSINESS & SUPERVISION BASICS.1. Business Basics and The Supervisor's Role.PART II: GETTING STARTED.2. Leading Diverse and Virtual Teams.3. Planning, Goal Setting, and Achieving Results.4. Recruitment, Selection, and Retention.5. Setting Your New Hire up for Success: Orientation.6. Appraising and Rewarding Performance.PART III: THE KEYS TO SUCCESS: TRAINING, COACHING, CREATIVITY AND COMMUNICATION.7. Training: Begin with the End in Mind.8. Motivation and Coaching - It's Okay to Have Some Fun!9. Creating a Positive, Creative, and Productive Work Environment.10. Communication: Around the World in 60 Seconds.11. Behavior in the Workplace: the Bad and the Ugly.PART IV: MANAGING RESOURCES LEGALLY AND ETHICALLY.12. Staffing: Budgets, Schedules and Outsourcing.13. Legal and Ethical Issues.14. Information Systems, the Internet, and Technology. PART V: PEOPLE ARE AT THE HEART OF EVERY SUCCESSFUL ORGANIZATION - GET TO KNOW YOURSELF AND YOUR PEOPLE.15. It's All About People.

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SUPERVISION: CONCEPTS AND PRACTICES OF MANAGEMENT, 11E **IE** (with Management Central Printed Access Card)

Edwin Leonard, Indiana University; Raymond Hilgert, Washington University

SUPERVISION: CONCEPTS AND PRACTICES OF MANAGEMENT, INTERNATIONAL EDITION, 11E helps readers develop the key supervisory skills that will make the difference in today's rapidly changing business world. This comprehensive, single source for supervision success combines proven, traditional management principles and up-to-the-minute leadership insights with innovative, everyday practices and proven skill-building applications. The latest edition taps into the author's wealth of first-hand business experience to explore some of today's most pressing business topics, including globalization, managing through economic turbulence, transitional and temporary workers, virtual employees, technology and its effects on supervision, outsourcing and downsizing, diversity, and ethics. Readers experience, rather than simply read about, today's supervisory challenges as captivating cases as well as new video cases from actual well-known organizations throughout the text place students into the role of supervisor. Exercises and memorable examples help them better understand and refine interpersonal communication, decision-making, conflict resolution and the other supervisory skills most important for leading individuals and teams to success.

NEW TO THIS EDITION:

- NEW VIDEO CASES DEMONSTRATE SUPERVISORY CONCEPTS AT WORK IN REAL COMPANIES --Now you can draw students into the dynamics of

supervisory concepts in action with this edition's new set of high-energy Video Cases. These Video Cases, which depict supervisory situations in actual organizations, large and small--such as McDonald's, Honda, and Hard Rock International--offer corresponding practical follow-up questions that help students better understand the book's major concepts.

- **REVISED TEXT CASES CHALLENGE STUDENTS' THINKING AND ENCOURAGE PRACTICAL APPLICATION** --Help your students hone their supervisory skills with this edition's completely revised set of text cases, based on the actual experiences of supervisors today. These useful cases address a wide range of supervisory issues as they challenge students' critical thinking skills and ask them to apply their knowledge to real-world situations.
- **ROLE PLAYING OPPORTUNITIES ENCOURAGE PARTICIPATION AND ACTIVE LEARNING** --In response to requests from instructors like you, more extensive role playing exercises related to both chapters and cases further reinforce learning and provide excellent opportunities for in-class participation. Suggestions in the Instructor's Manual help you maximize this learning feature.

FEATURES:

- **"YOU MAKE THE CALL" CHAPTER-OPENING CASES PLACE STUDENTS IN COMPELLING SUPERVISORY CHALLENGES** --Popular "You Make the Call" chapter-opening vignettes, taken from real business challenges, immediately draw students into current issues facing today's supervisors. These case-like scenarios encourage students to delve into the chapter as they pose problem situations and ask the reader to decide what to do.
- **"WHAT CALL DID YOU MAKE?" CONCLUSIONS ALLOW STUDENTS TO COMPARE SUPERVISORY SOLUTIONS** --At the end of each chapter, students re-examine and resolve the case issue that began the chapter with the unique "What Call Did You Make?" conclusion. Students are able to apply chapter concepts as they determine if their initial solution was the best choice.
- **INTEGRATED LEARNING SYSTEM SAVES TIME AND ENSURES EFFICIENT PRESENTATION** --A hallmark strength of this text, Integrated Learning System organizes all parts of the text as well as the supplements around central supervisory Learning Objectives. This solid, comprehensive system makes course preparation more efficient and clearly identifies sections that correspond to Learning Objectives to guide students in study.
- **PROVEN SKILLS APPLICATIONS HONE STUDENTS' ANALYTICAL AND THINKING SKILLS** --Two all-new skills applications in each chapter require students to assess, analyze, and develop effective strategies and apply their supervisory skills as they develop solutions that extend beyond the typical answers.
- **SUPERVISORY TIPS PROVIDE MEMORABLE, PRACTICAL SKILLS FOR ON-THE-JOB SUCCESS** --Supervisory Tips throughout the text draw from the authors' extensive first-hand experience to highlight some of the most important skills in supervisory management today. Tips and skills builders provide students with practical information they can take with them for success on current or future jobs.

CONTENTS:

PART I: SUPERVISORY MANAGEMENT OVERVIEW. 1. Supervising in Uncertain Times. 2. The Managerial Functions. PART II: SUPERVISORY ESSENTIALS. 3. Communication: The Vital Link in Supervisory Management. 4. Motivational Principles as Applied to Supervision. 5. Solving Problems: Decision Making and the Supervisor. 6. Positive Discipline. PART III: PLANNING AND ORGANIZING. 7. Supervisory Planning. 8. Supervisory Organizing at the Departmental Level. PART IV: STAFFING. 9. The Supervisor and Employee Recruitment, Selection, Orientation, and Training. 10. Performance Management: Appraising, Coaching, Promoting and Compensating. Part V: LEADING. 11. Supervisory Leadership and the Management of Change. 12. Managing Work Groups: Teamwork, Morale, and Counseling. 13. Supervising a Diverse Workforce. PART VI: CONTROLLING. 14. Fundamentals of Controlling. 15. Resolving Conflicts in the Workplace.

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New Edition!

IE

SUPERVISORY MANAGEMENT, 8E

The Art of Inspiring, Empowering, and Developing People

Donald C. Mosley, University of South Alabama; Leon C. Megginson, University of Mobile; Paul H. Pietri, University of South Alabama

Featuring a practical "hands-on" approach that blends skill-building opportunities with traditional management principles, Mosley, Mosley, and Pietri's SUPERVISORY MANAGEMENT, 8e helps you prepare your students to become effective supervisors in today's workplace environments. Readable, engaging, and offering a practical focus on developing successful supervisors, the Eighth Edition of SUPERVISORY MANAGEMENT inspires students--emphasizing a positive approach of working cooperatively WITH people to develop and empower them to better perform in their working roles.

NEW TO THIS EDITION:

- **New Focus on SCANS Competencies:** A set of five icons that represent the five core areas of SCANS Competencies--Use of Resources, Interpersonal Skills, Information Management, Use of Technology, and Understanding Systems--are now used to indicate how each end-of-chapter Skill Builder helps students meet these five core competencies. A correlation guide is available to instructors to help them choose the exercises that support the competency being taught.
- **Emerging Topics:** Cutting-edge coverage updates every chapter, including material on critical topics such as emerging technologies, the rising importance of innovation and creativity, new trends in training, and a greater emphasis on ethics and legal issues.
- **Greater Diversity of Examples:** The authors have added even more examples, applications, and cases that focus on a broader range of companies, industries, and regions.

FEATURES:

- Praised by instructors nationwide as an eminently teachable book, as well as an understandable hands-on resource for students, SUPERVISORY MANAGEMENT, 8e, International Edition gives them the right mix of basic management principles and real-world material, including applications that help them develop their supervisory skills.
- Chapter-opening Preview Cases and chapter-ending cases, as well as many examples and applications throughout, illustrate how concepts apply to real-world work environments.
- The Integrated Teaching/Learning System reinforces learning by organizing chapter material according to chapter-opening Learning Objectives and providing Self Check questions throughout each chapter. The Self Check questions function like an internal study guide--helping students test their understanding of concepts as they progress through the chapter. The Instructor's Manual and Test Bank, which are available to accompany the text, are also organized around the "Integrated Teaching/Learning System."
- Group Activities, Chapter Review, and Questions for Review and Discussion encourage students to reflect upon what they have read in a way that will help them better understand and learn the material.

- A great selection of resources for course preparation and presentation, including the Instructor's Resource CD-ROM (with enhanced Microsoft® PowerPoint® images), Instructor's Manual with Video Guide and Test Bank, ExamView® Assessment Suite, a selection of videos, and a book website.

CONTENTS:

1. Supervisory Management Roles and Challenges. Part Two: PLANNING. 2. Fundamentals of Planning. 3. Decision Making, Problem Solving, and Ethics. 4. Fundamentals of Organizing. 5. Delegating Authority: Empowering Others. Part Three: LEADING. 6. Communication. 7. Motivation. 8. Leadership. 9. Group Development, Team Building and Conflict Management. Part Four: SKILL DEVELOPMENT 10. Conducting Meetings and Facilitation Skills. 11. Coaching for Higher Performance. 12. Managing Change, Time and Stress. Part Five: CONTROLLING. 13. The Art of Controlling. 14. Controlling Productivity, quality and Safety. Part Six: MANAGING HUMAN RESOURCES AND DIVERSITY. 16. Selecting, Appraising and Disciplining Employees. 17. The Supervisor: Labor Relations and Legal Issues.

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STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION, 2E

Margaret A. White, Oklahoma State University; Garry D. Bruton, Texas Christian University

THE STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION, 2e, International Edition explores the fundamental connections linking core business strategy, technology, and innovation. The text illustrates how these functions intertwine to play a central role in process layout, systems, structural design, and product development, as well as supporting an organization's overall success. An integrated approach and reader-friendly style make the material accessible for students of all backgrounds, and the text strikes an ideal balance between essential business theory and extensive practical insights and real-world applications. In addition, the Second Edition has been thoroughly updated to incorporate the latest trends and research, abundant current examples and cases, and a useful set of new tools students can use to support effective strategic decision-making.

NEW TO THIS EDITION:

- A new appendix dedicated to ethics and corporate social responsibility provides an in-depth look at these topics of widespread current interest in the business world, including their relation to "green" technology.

FEATURES:

- Each section within the text features an entirely new, integrated case focusing on a high-profile company, including General Electric, GlaxoSmithKline, Acer, and Google. The cases provide memorable, highly relevant examples to help students understand the practical applications of key concepts and appreciate their real-world relevance.
- The Second Edition features expanded coverage of numerous topics students will need to explore for success in today's dynamic global business environment, including ethics, corporate social responsibility, sustainability, and internal management processes.
- Each chapter concludes with a variety of exercises designed to engage students and help them effectively review and absorb the material. Examples include mini-cases, Web exercises, discussion questions, and application exercises.
- Managerial checklists and guidelines at the end of each chapter give students insight into the real-world considerations managers face when attempting to apply key concepts to common business challenges and opportunities.
- An appendix at the end of each section discusses useful analytical tools and additional concepts to help students build on what they have learned and increase their understanding of technology and innovation management.
- This robust text includes substantial instructor resources to help you plan and manage your course for outstanding results, including a Test Bank, Instructor's Manual, Microsoft® PowerPoint® presentations, and Web resources.

CONTENTS:

Part I: LAYING THE FOUNDATION. General Electric: Changing with the Times. 1. Management of Technology and Innovation: An Overview. 2. Strategy Process and the Management of Technology and Innovation. Part II: INNOVATION: INTERNAL STRATEGY. GlaxoSmithKline: Successful Internal Innovation. 3. Innovation: Planning. 4. Internal Innovation: Implementation. 5. Innovation: Evaluation and Control. Part III: OBTAINING TECHNOLOGY: EXTERNAL STRATEGY. Acer Group: A Family of Brands. 6. Obtaining Technology: Planning. 7. Obtaining Technology: Implementation. 8. Obtaining Technology: Evaluation and Control. Part IV: BUILDING STRATEGIC MTI SUCCESS. Google: A Pattern of Success. 9. Building Capabilities for MTI Success. 10. Organizational Learning and Knowledge Management.

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CENGAGE LEARNING ASIA
Sectional Catalog
2011 - 2012

Business, General



BUSINESS COMMUNICATION



New Edition!

BCOM 3, 3E
(WITH PRINTED ACCESS CARD)

Carol M. Lehman, *Mississippi State University*; Debbie D. DuFrene, *Stephen F. Austin State University*

Created through a “student-tested, faculty-approved” review process, Lehman/DuFrene’s BCOM₃ is an engaging and accessible solution designed to accommodate the diverse lifestyles of today’s learners at a value-based price. With an approach that reads more like a business magazine than a business communication text, BCOM₃ is a teaching and learning solution unlike any other. This edition of the streamlined paperback provides complete, helpful learning and teaching resources developed with the features and tools instructors like you and students requested most.

This edition offers new examples, redesigned documents, and even more effective technology, such as Write Experience and CourseMate interactive online teaching and learning solution, to support the learning and teaching processes. BCOM₃ combines the best of the best from proven industry-recognized authors to concise, yet complete, coverage of the business communication concepts most important for business success. You can trust BCOM₃ to keep you and your students ahead of business communication’s most timely developments with the book’s well-balanced presentation of theory and active learning tools and supplements.

NEW TO THIS EDITION:

- **UPDATED COVERAGE OF CONTEMPORARY TECHNOLOGY.** This edition offers new, up-to-date coverage of contemporary technology used in business communication such as instant messaging and text messaging, the value of wiki, blogs, and microblogs such as Twitter to the public and to organizations, legal and ethical issues arising with current technologies, and much more!
- **MORE MODEL DOCUMENTS!** This new edition offers even more model documents than before to help guide students on their own documents. Additional model documents are available both on CourseMate and on the Model Docs cards bound in the back of the text.
- **NEW LEARNER-CENTER, INTERACTIVE APPROACH OFFERS STREAMLINED CONTENT.** This edition offers extensively redesigned and reorganized content to provide comprehensive coverage in a reader-friendly structure that is both more manageable for students and more flexible for you, the instructor.
- **NEW MULTIMEDIA POWERPOINT SLIDES BRING PRESENTATIONS TO LIFE AND OFFER ADDITIONAL BACKGROUND INFORMATION.** Bring your lectures to life with new PowerPoint® slides for use in class lectures or online lessons. These dynamic, professional slides provide the audio and visual content to enhance student learning. New Resource slides provide additional content and solutions to expand on this edition’s end-of-chapter activities and content.

FEATURES:

- **AN INNOVATIVE COMBINATION OF CONTENT DELIVERS BOTH PRINTED AND ONLINE LEARNING TOOLS.** The BCOM₃ core text offers a wealth of comprehensive multimedia teaching and learning assets based on input from student focus groups and surveys and from interviews with faculty and students.
- **SHORTER, COMPREHENSIVE CHAPTERS DELIVER A MODERN DESIGN.** You are able to present business communication content in a more engaging, accessible format without minimizing coverage for your course.
- **CHAPTER-IN-REVIEW CARDS, MODEL DOCUMENTS AND STYLE CARDS APPEAR AT THE BACK OF THE STUDENT EDITION.** These detachable, convenient cards provide students with a portable study tool containing all of the pertinent information for class preparation.
- **INSTRUCTOR PREP CARDS MAKE PREPARATION SIMPLE.** Individual, detachable Prep Cards for each chapter, conveniently located in the back of the Instructor’s Edition, offer a quick map of chapter content, a list of corresponding PowerPoint® slides and video resources, additional examples, and suggested assignments and discussion questions to help you organize chapter content efficiently.
- **ENGAGING VIDEOS DEEPEN STUDENTS’ UNDERSTANDING OF CONCEPTS.** Thought-provoking videos, carefully selected to support key concepts within the book, help solidify students’ comprehension of the text’s business communication concepts and demonstrate their effectiveness in today’s actual work environment. Short video cases refer students to view clips from the popular television program “The Office.” These clips humorously illustrate communication faux pas in the workplace and guide students in responding to reflective questions and writing exercises.
- **DYNAMIC COURSEMATE WEBSITE BRINGS HELPS STUDENT MAXIMIZE THEIR STUDY TIME.** Help students master business communication concepts with this interactive premium website — CourseMate for BCOM₃. CourseMate offers a full suite of unique learning tools that appeal to different learning styles! Watch student comprehension soar as CourseMate extends learning beyond the book to deliver what today’s students need. CourseMate for BCOM₃ includes an interactive e-Book and interactive teaching and learning tools, including quizzes, flashcards, model documents, writing templates, videos, games, and more.

CONTENTS:

1. Establishing a framework for business communication.
2. Focusing on interpersonal and group communication.
3. Planning spoken and written messages.
4. Preparing spoken and written messages.
5. Communicating electronically.
6. Delivering good- and neutral-news messages.
7. Delivering bad-news messages.
8. Delivering persuasive messages.
9. Understanding the report process and research methods.
10. Managing data and using graphics.
11. Organizing and preparing reports and proposals.
12. Designing and delivering business presentations.
13. Preparing resumes and application messages.
14. Interviewing for a job and preparing employment.

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New Edition!

BUSINESS COMMUNICATION, 7E

Process and Product (with meguffey.com Printed Access Card)

Mary Ellen Guffey, Los Angeles Pierce College

BUSINESS COMMUNICATION: PROCESS AND PRODUCT presents the most current and authoritative communication technology and business communication concepts. Written by award-winning author and renowned leader Mary Ellen Guffey and new coauthor Dana Loewy, offer the most up-to-date and best researched text on the market. The 7th edition includes new, interactive student resources and comprehensive coverage of workplace technology. This innovative coverage enhances the hallmark features of this textbook: the 3-x-3 writing process, three-part case studies, abundant use of model documents, and complete coverage in a 16-chapter textbook while retaining unparalleled teaching resources to help instructors plan and manage their courses.

NEW TO THIS EDITION:

- NEW Chapter 7 is dedicated solely to digital media to acquaint students with the latest trends in workplace communication technology.
- NEW EXPANDED COVERAGE of digital tools and media carefully explain and illustrate how to professionally use these tools in today's increasingly connected workplace. All chapters have been enhanced to reflect the use of new digital tools. For example, Chapter 9 covers managing negative news on Facebook, Twitter, and other Web sites to enable readers to be able to deal with unhappy customers in cyberspace. These enhancements are reflected in every chapter and ensure students have the most up-to-date and best-researched textbook on the market.
- NEW Interactive case studies, at www.meguffey.com, help students apply business communication principles to a variety of realistic communication situations. The purpose of the In the Loop simulation, for example, is for students to apply communication principles during a crisis situation. Students play the role of an assistant manager in this simulation, which is faced with a crisis situation and is required to handle internal and external communication, including the use of Twitter.
- NEW Video focused on social media and titled "Technology in the Workplace" demonstrates the proper use of technology in today's workplace, including the use of social networking sites.
- NEW "Chat About It" questions in every chapter create opportunities for stimulating healthy in-class or online discussion of chapter topics. NEW margin notes aid student retention of chapter concepts by adding questions in the margins that facilitate comprehension and generate classroom discussion.

FEATURES:

- The seventh edition offers market-leading instructor resources to save new and experienced instructors time and make creating dynamic learning experiences easy. Guffey provides a totally integrated teaching system, with a comprehensive Instructor's Manual offering an exceptional collection of

- resources to enhance instructor effectiveness in the classroom.
- Numerous new figures and model documents illustrate the professional uses of the latest digital media at work, including the use of Twitter, instant messages, podcasts, blogs, and wikis. This coverage helps students understand the difference between professional rather than social applications. See examples of these in Figures 7.3, 7.6, and 9.7.
- Expanded, certified test bank includes more questions in every chapter and a new question-selection guide that allows instructors to easily design tests based on content, difficulty level, and question type. Approximately half of the end-of-Chapter Activities and Cases are new or have been refreshed to offer the most complete, descriptive, understandable, and relevant activities and cases on the market.
- Aplia. The 7th Edition offers faculty the chance to use this online, interactive tool that ensures students review fundamental grammar and mechanics and understand key concepts. Aplia improves learning by increasing student effort and engagement without requiring more work from instructors.
- Premium Web Site. www.meguffey.com gives the instructors and students one convenient place to find downloadable supplements such as the complete Instructor's Manual, PowerPoint slides, transparency masters, test bank, and solutions to most activities.

CONTENTS:

PART I: COMMUNICATION FOUNDATIONS. 1. Effective and Ethical Communication at Work. 2. Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills. 3. Intercultural Communication. PART II: THE WRITING PROCESS. 4. Planning Business Messages. 5. Organizing and Writing Business Messages. 6. Revising Business Messages. PART III: WORKPLACE COMMUNICATION. 7. Electronic Messages and Digital Media. 8. Positive Messages. 9. Negative Messages. 10. Persuasive Messages. PART IV: REPORTS, PROPOSALS, AND PRESENTATIONS. 11. Business Report Basics. 12. Informal Business Reports. 13. Proposals and Formal Reports. 14. Business Presentations. PART V: EMPLOYMENT COMMUNICATION. 15. The Job Search, Resumes, and Cover Letters. 16. Interviewing and Following Up.

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New Edition!

BUSINESS COMMUNICATION, 6E

Process and Product, Canadian Edition

Mary Ellen Guffey, Los Angeles Pierce College; Kathleen Rhodes, Durham College; Patricia Rogin, Durham College

Business Communications Process and Product 6th Canadian edition takes you through a well-developed, consistently applied approach to communication. Using the 3 x 3 writing process as the cornerstone, students learn a process for solving future communication problems and become more effective communicators, skills that will carry with them into their future career.

NEW TO THIS EDITION:

- 2009 MLA updates are fully incorporated
- Ethics Checks - brief scenarios confronting students with the moral issues they will face in business
- Expanded coverage of communication technology with increased reference to blogs, instant messaging and wikis
- Increased emphasis on intercultural communication with model documents
- New formal report model document
- New chapter on employment interviewing

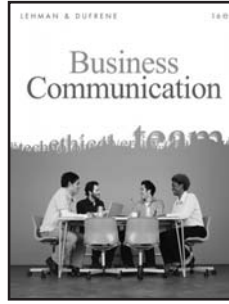
FEATURES:

- 3 x 3 Writing process pioneered by Mary Ellen Guffey
- Accuracy - this text is known for having accurate model documents that students can feel confident learning from
- Tech Talk box feature includes information relevant to today's student, such as professional Facebook protocol, blogging and text messaging
- Case studies open and close each chapter and are referred to throughout - nine new case studies!

CONTENTS:

Unit 1 Communication Foundations. 1 Communicating in Today's Workplace. 2 Developing Team, Listening, and Etiquette Skills. 3 Communicating Across Cultures. Unit 2 The 3-x-3 Writing Process. 4 Writing Process Phase 1: Analyze, Anticipate, Adapt. 5 Writing Process Phase 2: Research, Organize, Compose. 6 Writing Process Phase 3: Revise, Proofread, Evaluate. Unit 3 Business Correspondence. 7 E-Mail Messages and Memos. 8 Positive Letters and Messages. 9 Persuasive and Marketing Messages. 10 Negative Messages. Unit 4 Reports, Proposals, and Presentations. 11 Business Report Basics. 12 Informal Business Reports. 13 Proposals and Formal Reports. 14 Business Presentations Unit 5 Employment Communication. 15 The Job Search, Résumés, and Cover Letters. 16 Interviewing and Following Up

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New Edition!

BUSINESS COMMUNICATION, 16E

with Teams handbook

Carol M. Lehman, Mississippi State University; Debbie D. DuFrene, Stephen F. Austin State University

For more than six decades, Lehman and DuFrene's BUSINESS COMMUNICATION has established itself as the authoritative standard in the field. Marked by a concise, coherent writing style; enriched with an abundance of model documents; and organized around a unique and effective Strategic Forces Model that translates communication theory into applied best practices, the text has consistently proven its value to both instructors and students. The new Sixteenth Edition is a dynamic response to ongoing changes in technology, organizations, the business marketplace, and the global economy. In today's fast-paced business environment, communicating effectively with multiple audiences is more essential and more challenging than ever.

NEW TO THIS EDITION:

- The text has been extensively redesigned to create a more appealing, open look that is learner-centered and interactive, while chapter content has been condensed and reorganized to provide comprehensive coverage within a streamlined, reader-friendly structure that is more manageable for students and more flexible for instructors.
- New "Your Turn" features with "Take Action" activities draw students into the content and ask them to respond to, apply, assess, or explore important communication issues, including the use of profanity, need for discretion, avoidance of plagiarism, giving and interpretation of directions, and preparing elevator speeches.
- Interactive features integrated throughout the text encourage frequent student response and involvement. For example, key communication issues are explored through interesting and relevant chapter-opening Organizational Showcase features, numerous Spotlight Communicator boxes, and chapter-ending cases. In addition, video segments from the hit British sitcom "The Office," available to show in class, illustrate humorous business communication scenarios and correspond to discussion questions in the text.

FEATURES:

- Authors Carol Lehman and Debbie DuFrene are actively involved in teaching and business communication research, and they have applied their considerable experience to the development of classroom-tested learning materials that capture students' interest, enhance their skills, and prepare them to become more successful communicators.
- In conjunction with the comprehensive instructor ancillary package, a text-specific instructor website also provides valuable online resources to enhance instruction in both distance and traditional classrooms.
- This edition integrates coverage of legal and ethical issues, diversity, teams, and technology as prevailing forces in modern business communication, a model that helps students better understand the interrelationship of key

communication issues, analyze common business situations, and design appropriate and effective spoken, written, and electronic messages.

- In addition to extensive coverage of team communication within the text, a dedicated Building High-Performance Teams handbook accompanies the text and guides students through the stages and processes of team development.

CONTENTS:

Part I: COMMUNICATION FOUNDATIONS. 1. Establishing a Framework for Business Communication. 2. Focusing on Interpersonal and Group Communication. Part II: COMMUNICATION ANALYSIS. 3. Planning Spoken and Written Messages. 4. Preparing Spoken and Written Messages. Part III: COMMUNICATING THROUGH VOICE, ELECTRONIC AND WRITTEN MESSAGES. 5. Communicating Electronically. 6. Delivering Good- and Neutral-News Messages. 7. Delivering Bad-News Messages. 8. Delivering Persuasive Messages. Part IV: COMMUNICATION THROUGH REPORTS AND BUSINESS PRESENTATIONS. 9. Understanding the Report Process and Research Methods. 10. Managing Data and Using Graphics. 11. Organizing and Preparing Reports and Proposals. 12. Designing and Delivering Business Presentations Part V: COMMUNICATION FOR EMPLOYMENT. 13. Preparing Resumes and Application Messages. 14. Interviewing for a Job and Preparing Employment Messages.

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New Edition!

IE

BUSINESS COMMUNICATION, 8E

A.C. "Buddy" Krizan, Murray State University; Patricia Merrier, University of Minnesota, Duluth; Joyce P. Logan, University of Kentucky; Karen Schneiter Williams, San Diego Mesa College

The new, cutting-edge COMMUNICATING IN BUSINESS, 8e, International Edition helps take your communication skills to a higher level by combining up-to-date technology with stellar content to give you the foundations needed for success in business. Reflecting today's e-inundated marketplace, this comprehensive text covers the basics for all forms of business communication, from letters to e-mail, business plans to presentations, listening skills to nonverbal messages, diversity to teamwork, visual aids to Web blogs, interpersonal communication to twitter, and everything in between.

NEW TO THIS EDITION:

- NEW Expanded coverage of technological developments in communication in chapter 3, with coverage of Twitter and tweeting, social networking sites, blogs and wikis and how they can be used effectively for business communication.
- NEW Coverage of globalization impacts on communication, including outsourcing, offshoring, and impacts of working within multiple cultures.
- NEW And updated Writer's Workshop exercises at the end of chapter help students work through sentences to improve basic grammar and writing principles and adds new challenges as the text progresses.
- NEW More closely tied to learning outcomes with Test Bank questions correlated to AACSB learning standards.

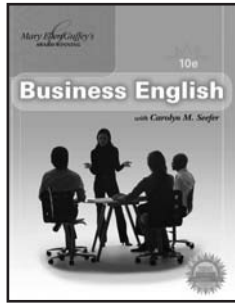
FEATURES:

- YOU BE THE VIRTUAL ASSISTANT CASES: At the end of each Part, students are asked to apply chapter concepts to a job as a virtual assistant. These virtual assistant cases ask students to complete assignments for and interact with current and prospective clients with whom he/she has contact with only through technology.
- LET'S TALK BUSINESS: found at the beginning of each chapter, this feature highlights the experiences of real business people and illustrates the application of the chapter concepts.
- NEEDS WORK AND LOOKS GOOD: the authors use an example-based approach which allows students to review letters and other documents that are both "good" and that "need work." Students can then use these examples to model their homework after, ensuring they receive a better grade.

CONTENTS:

Part I: COMMUNICATION FUNDAMENTALS. 1. Business Communication Foundations. 2. Multicultural and Global Communication. 3. Technological, Legal, and Ethical Considerations. Part II: EFFECTIVE COMMUNICATION DEVELOPMENT. 4. Principles of Business Communication. 5. Print and Electronic Messages. Part III: CORRESPONDENCE APPLICATIONS. 6. Message Formats. 7. Positive, Neutral, and Social Business Messages. 8. Negative Messages. 9. Persuasive Messages. Part IV: WRITTEN REPORT APPLICATIONS. 10. Business Research and Report Writing. 11. Proposals, Business Plans, and Special Reports. 12. Visual Aids. Part V: ORAL AND NONVERBAL COMMUNICATION. 13. Interpersonal Communication and Teamwork. 14. Listening and Nonverbal Messages. 15. Oral Communication Essentials. Part VI: EMPLOYMENT COMMUNICATION. 16. The Job Search and Resume. 17. Employment Communication and Interviewing.

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New Edition!

BUSINESS ENGLISH, 10E

Mary Ellen Guffey, Los Angeles Pierce College; Carolyn M. Seefter, Diablo Valley College

Dr. Mary Ellen Guffey's BUSINESS ENGLISH helps students become successful communicators in any business arena with its proven grammar instruction and supporting in-text and online resources. The perennial leader in grammar and mechanics texts, the 10th edition of BUSINESS ENGLISH uses a three-tiered approach to break topics into manageable units, letting students identify and hone the most critical skills and measure their progress along the way. Packed with insights from more than thirty years of classroom experience in business communications, BUSINESS ENGLISH also includes access to the author's new premier website, www.meguffey.com, and its many resources for building language skills, including all-new, interactive exercises.

NEW TO THIS EDITION:

- Exclusive Instructor or Student Web Site: The all-new author website at www.meguffey.com gives students one convenient place to find textbook support. Online reinforcement exercises, chapter quizzes, PowerPoint review, "Ms. Grammar," and other resources help students build skills, while instructors will find downloadable supplements, bonus teaching modules, exercises, and handouts to enrich the classroom experience.
- New Online Reinforcement Exercises with Feedback: This abundance of exercises will help students build new language skills, and when they complete the odd-numbered reinforcement exercises at www.meguffey.com, they'll receive feedback on every answer!

FEATURES:

- Effective Three-tiered Approach: A unique and thorough approach to grammar, Dr. Guffey starts with the basics every student needs, then moves step-by-step through the language building skills they will rely on to communicate effectively in their business careers. Learning aids throughout the text -- such as exercises, study tips, and "Spot the Blooper" -- will challenge students at every level.
- Enlightening FAQs Answered by the Author: Illustrate everyday communication problems encountered in the business world with Dr. Guffey's easy-to-read question-and-answer format, including important distinctions in English grammar, usage, style, and vocabulary.
- Challenging Pretests and Posttests: Included with each chapter, these brief tests preview concepts to pique student interest and let students evaluate their own success on the chapter topics.

CONTENTS:

UNIT I: LAYING A FOUNDATION. 1. Reference Skills. 2. Parts of Speech. 3. Sentences: Elements, Variety, Patterns, Types, Faults. UNIT II: KNOWING THE NAMERS. 4. Nouns. 5. Possessive Nouns. 6. Personal Pronouns. 7. Pronouns and Antecedents. UNIT III: SHOWING THE ACTION. 8. Verbs: Kinds, Voices, Moods.

9. Verb Tenses and Parts. 10. Subject-Verb Agreement. UNIT IV: MODIFYING AND CONNECTING WORDS. 11. Modifiers: Adjectives and Adverbs. 12. Prepositions. 13. Conjunctions. UNIT V: PUNCTUATING SENTENCES. 14. Commas. 15. Semicolons and Colons. 16. Other Punctuation. UNIT VI: WRITING WITH STYLE. 17. Capitalization. 18. Numbers.

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CONTEMPORARY BUSINESS COMMUNICATION, 7E

Scot Ober, Ball State University

Business Communication, 7e, International Edition prepares students for business communication by employing a hands-on approach--connecting topics, examples, and exercises to the modern workplace. The text provides ample opportunity for students to practice their oral and written skills, and includes strategies for using email, voicemail, the Internet, and other innovations in communication technology. The streamlined Seventh Edition has been completely updated to reflect current trends and practices in the world of business.

NEW TO THIS EDITION:

- New! CL BusinessSPACE encompasses the interactive online products and services integrated with Cengage Learning Management textbook programs. Students and instructors can access CL BusinessSPACE content through text-specific Student and Instructor Websites and via online learning platforms, including Eduspace, Cengage Learning's online Course Management System, and Blackboard/WebCT.
- New! Chapters are now organized according to specific learning objectives to provide instructors more options for course customization. Chapter summaries are also organized according to each objective, as are the end-of-chapter exercises and test bank questions.
- New! Chapter-opening vignettes profile successful business managers, including: Jim Grenier, Vice President of Human Resources, Intuit; Ken Chenault, Chairman and CEO, American Express; and Gretchen Hofmann, Senior Vice President, Universal Orlando Resort.
- New! The Urban Systems Ongoing Case Study highlights a fictitious entrepreneurial company facing a number of typical business communication challenges. By working through each end-of-chapter case study, students solve the kind of real-world problems they will encounter in the workplace.
- New! Communication Snapshots graphics present up-to-date factoids about issues directly relating to contemporary business communication

FEATURES:

- The 3Ps (Problem, Process, Product) Writing Model in every chapter shows students how to consider a particular business communication problem, think critically about how to solve it, and produce the appropriate communication product. Over 60 full-page annotated and formatted writing models are included, as well as additional models for classroom discussion.
- Real company letterheads serve as models for student writing. Marginal step-by-step composing notes as well as grammar and mechanics pointers help students craft complete, ready-to-send messages.
- All New Spotlights boxed features are designed to reinforce criteria from AACSB (Association to Advance Collegiate Schools of Business) for teaching the international, technological, ethical, and demographically diverse dimensions of business.
- The Language Arts Basics (LABs) Reference Manual provides a systematic approach for teaching and testing the most frequently occurring and most frequently misused rules of English grammar and mechanics.
- The Ask Ober feature (e-mail: askober@ober.net) permits and encourages direct dialog between instructors or students and the textbook author.

CONTENTS:

1. Understanding Business Communication. 2. Contemporary Issues in Business Communication. 3. Interpersonal Communication Skills. 4. The Writing Process. 5. Revising Your Writing. 6. Routine Messages. 7. Persuasive Messages. 8. Bad-News Messages. 9. Planning the Report and Managing Data. 10. Writing the Report. 11. Making Oral Presentations. 12. Employment Communication.

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CONTEMPORARY BUSINESS REPORT WRITING, 4E **IE**

Shirley Kuiper, University of South Carolina

Master the skills of CONTEMPORARY BUSINESS REPORT WRITING using this step-by-step guide to creating all types of reports, such as a feasibility studies, business plans, and employee manuals. Starting with writing fundamentals, you'll work through the processes of planning and conducting research, then drafting, revising, editing, and producing a simple report. You'll also learn presentation techniques and skills you can use to effectively communicate the information contained in your reports.

FEATURES:

- Visual aids and oral presentations are included early in the learning sequence, enabling you to emphasize that even simple reports often are enhanced by visual aids and may be presented orally.
- Dilbert cartoons offer light-hearted commentary on the report-writing function in business.
- Fifty percent of the applications and illustrations are new, enabling instructors who have used previous editions to offer fresh material to their students.
- Collaborative writing and ethical considerations are integrated throughout the text, ensuring readers confront the importance of working responsibly with others in the contemporary business environment.
- The book's organization moves from simple to complex. The fundamental skills of writing, illustrating, and orally presenting a report are covered in Chapters 1-9. Chapters 10-16 cover business research and its presentation in a formal report.
- Both simple and complex reports are described and amply illustrated, providing students with experience in crafting many reports commonly used in business and non-profit organizations.
- Coverage of employee manuals, instructions, and procedures (Chapter 17) and business plans (Chapter 18) adds dimensions not included in many basic business communication texts.
- Chapters are structured in a modular format that will allow you to customize your course and present chapters in the order that best suits your needs.

CONTENTS:

1. Report Characteristics. 2. Planning the Report. 3. Writing the Report. 4. Writing Style and Lapses. 5. Illustrating the Report. 6. Formatting the Report. 7. Writing Routine Reports. 8. Writing Nonroutine Reports. 9. Planning and Delivering an Oral Report. 10. Planning Research. 11. Selecting Data Sources. 12. Using Primary Data Sources. 13. Using Secondary Data Sources. 14. Documenting Data Sources. 15. Analyzing Data for Complex Reports. 16. Writing Business Research Reports. 17. Writing Policies, Procedures, and Instructions. 18. Writing a Business Plan.

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EFFECTIVE COMMUNICATION FOR COLLEGES, 11E **IE**

Clarice Pennebaker Brantley, Innovative Training Team; Michele Goulet Miller, Milwaukee Area Technical College

Simply put, this new edition is power packed with just the right learning tools. Each chapter of EFFECTIVE COMMUNICATION FOR COLLEGES (ECC), 11e, includes features that enhance learning and retention -- and promote more effective communication skills.

NEW TO THIS EDITION:

- Increased coverage of email ethics issues, ownership of e-mail, IM, text, and PDA messaging as well as BLOGging
- Communication Perspectives, prepared by business professionals and community leaders, demonstrate the power of effective communication in the work world.
- Case Studies, plus NEW Ethics in Action cases, challenge students to respond effectively to typical workplace situations using digital and print message formats.
- The expanded Reference Guide, an in-text resource, provides essential grammar, word usage, and source format guidelines.

FEATURES:

- The Communication By Objectives approach continues to have success with students of diverse backgrounds and ages. Messages that follow the CBO approach and incorporate the six Cs of effective messages result in successful business communication.
- Timely Tips offer helpful communication and career tidbits.
- Culture Frames and Culture Views broaden communication horizons with meaningful glimpses into international environments. Each chapter "hosts" a different country.
- Examples and illustrations show communication principles in action.
- Exercises support chapter content by offering a variety of activities to strengthen writing, speaking, reading, listening, and signaling skills. Case Studies present communication situations likely to be encountered in the workplace.
- Communication Skills Development, a two-part activity at the end of each chapter reviews and reinforces grammar, proofreading skills, and spelling.
- The Internet activities, integrated throughout the end-of-chapter exercises, strengthen electronic research and message skills.
- Format Guide: An in-text reference offers samples of annotated memorandums, letters, and envelopes.
- Brantley-Miller Support Web Site: Supplies Ethics in Action cases and other helpful resources.
- Communication Perspectives: Vignettes, prepared by business professionals and community leaders, open each chapter and add personal insight into the real-world application of effective communication principles.
- Annotated Instructor's Edition provides the complete test package with solutions, sample solutions for most exercises and case studies, chapter master charts, and other useful supplemental material for easy in-class reference.

CONTENTS:

Part One: PRINCIPLES OF COMMUNICATION. 1. Partners for Effective Communication. 2. The Six Cs of Effective Messages. 3. The Communication-by-Objectives Approach. 4. Communication and Technology. Part Two: EFFECTIVE MESSAGE APPLICATIONS. 5. Good News and Neutral News Messages. 6. Bad News Messages. 7. Persuasive Messages. 8. Job Searches, Resumes, and Cover Letters. 9. Applications, Interviews, and Follow-Up Messages. 10. Visuals and Presentations. 11. Reports, Proposals, and Instructions for the Workplace.

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New Edition!

ESSENTIALS OF BUSINESS COMMUNICATION, 6E

Canadian Edition

Mary Ellen Guffey, Los Angeles Pierce College; Richard Almonte, George Brown College

Essentials of Business Communications is a must-have resource for students who are looking to succeed in today's technologically enhanced workplace. Retained in this new edition are the elements that have made it so successful - clear and concise examples, accurate model documents and strong practice exercises that do not overwhelm the students. The textbook/workbook format is a convenient all-in-one learning package. The text builds on grammar and mechanics skills to help students learn to effectively communicate in the business world.

NEW TO THIS EDITION:

- **Plagiarism.** We have expanded our discussion of, and exercises on, plagiarism by offering concrete examples of the real world ramifications of this behaviour
- **Streamlined Unit 2.** we've covered this material in two chapters, one on pre-writing and one on writing and revising. Extra material on revision has been moved into a new Appendix
- **More Challenging Cases.** we have threaded ambiguity and complexity into the tasks so that students have a chance to use their critical thinking skills as well as their business communication skills regularly
- **More Writing Improvement Exercises.** This edition includes four new writing improvement exercises that tackle realistic workplace situations

FEATURES:

- **Textbook/workbook format** - includes concepts, workbook application exercises, writing problems, and a combination handbook/reference manual
- **Comprehensive but concise coverage** - The Sixth Canadian Edition follows the same strategy, concentrating on essential concepts presented without wasted words
- **Wide coverage of communication technology** - All relevant chapters build technology skills by including discussions and applications involving e-mail, instant messaging, PDAs, cell phones, Web research, contemporary software, online employment searches, and electronic presentations
- **Technological Emphasis** - this edition emphasizes the importance of e-mails over memos and of online research in general, leading to a more up-to-date presentation of the realities of business communication today
- **Expanded Focus on Oral Communication Skills** - Following the suggestions of our reviewers, we have split coverage of oral communication into separate new chapters. Chapter 10 looks at oral interpersonal skills: person-to-person conversations, telephone communication (including cell phone etiquette), and business meeting skills, while Chapter 11 specifically discusses business presentation skills

CONTENTS:

UNIT 1: Communication Foundations. Chapter 1: Today's Communication Challenges. UNIT 2: The Business Writing Process. Chapter 2: Before You Write Chapter 3: Writing and Revising. UNIT 3: Corresponding at Work. Chapter 4: E-Mails and Memos. Chapter 5: Routine Letters and Goodwill Messages. Chapter 6: Persuasive Messages. Chapter 7: Negative Messages. UNIT 4: Reporting Data Chapter 8: Informal Reports. Chapter 9: Proposals and Formal Reports. UNIT 5: Developing Speaking Skills. Chapter 10: Communicating in Person, by Telephone, and in Meetings. Chapter 11: Giving Oral Presentations. UNIT 6: Communicating for Employment. Chapter 12: The Job Search, Résumés, and Cover Letters. Chapter 13: Employment Interviews and Follow-Up Messages.

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ESSENTIALS OF BUSINESS COMMUNICATION, 2E

Mary Ellen Guffey, Los Angeles Pierce College; Bertha Du-Babcock, City University of Hong Kong



This revised Asian adaptation of Guffey's leading textbook retains the winning text/workbook format of the original book. It reinforces basic communication and writing skills for effectively communicating one's messages in various business situations and for writing a variety of winning memos, letters, reports, and résumés. There is also comprehensive coverage of contemporary business communication issues, including oral communication, electronic forms of communication, diversity, and ethics. Four integrative cases, based on real companies and situations in Asia, help students apply the knowledge and skills they have learned from the book to resolve real business issues.

FEATURES:

- A text/workbook format that includes concepts, workbook application exercises, writing problems, and self-teaching grammar/mechanics handbook.
- A full chapter to address the importance of ethics in business communication (Chapter 15).
- More materials, including text and photos, are revised or updated from the perspective of Asian learners.
- New questions are added to the Grammar/Mechanics Checkup section of each chapter to help Asian students avoid frequently made mistakes.
- A Student CD is packaged with the book to provide valuable learning resources such as PowerPoint slides and worksheets.

CONTENTS:

UNIT 1: LAYING COMMUNICATION FOUNDATIONS. 1. Facing Today's Communication Challenges. UNIT 2: THE WRITING PROCESS. 2. Writing for Business Audiences. 3. Improving Writing Techniques. 4. Revising and Proofreading Business Messages. UNIT 3: CORRESPONDING AT WORK. 5. E-Mail and Memorandums. 6. Routine Letters and Goodwill Messages. 7. Persuasive Messages. 8. Negative Messages. UNIT 4: REPORTING WORKPLACE DATA. 9. Informal Reports. 10. Proposals and Formal Reports. UNIT 5: DEVELOPING SPEAKING SKILLS. 11. Communicating in Person, by Telephone, and in Meetings 12. Making Oral Presentations. UNIT 6: COMMUNICATION FOR EMPLOYMENT. 13. The Job Search, Resumes, and Job Application Letters. 14. Employment Interviewing and Follow-Up Messages. UNIT 7: COMMUNICATING WITH ETHICS. 15. Ethics in Business Communication. UNIT 8: INTEGRATIVE CASES ON BUSINESS. COMMUNICATION. Case 1: Business Report Writing: Tourism Industry Analysis. Case 2: Persuasive Memo Report Writing: Who to Hire. Case 3: Ethical Decision Making: Communication Strategies for EasyFix. Case 4: Minutes Writing: To Recall or Not to Recall.

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FUNDAMENTALS OF CONTEMPORARY BUSINESS COMMUNICATION, 2E

Scot Ober, Ball State University

Fundamentals of Contemporary Business Communication distills the basic concepts of successful business communication, placing significant emphasis on grammar and mechanics. The author's hands-on approach—including the unique 3Ps (problem, process, product) model—connects topics, examples, and exercises to the modern workplace. Fundamentals combines the traditional textbook format with a workbook, allowing students to immediately test, apply, and reinforce the basics of business communication. The Second Edition continues the author's integrated approach to grammar and mechanics. Language Arts topics appear in every third chapter to introduce or review the basic rules of usage. Part VI of the text includes five modules: Sentence Structure; Business-Style Punctuation; Verbs and Subject-Verb Agreement; Using Pronouns, Adjectives, and Adverbs; and Mechanics in Business Writing. These modules are close to chapter length and are more thorough than the brief reference manuals that appear in other texts.

FEATURES:

- Chapter-opening On the Job interviews reinforce the importance of effective business communication in the workplace. These interviews feature managers from a range of organizations, including Monster.com; World Wrestling Entertainment, Inc.; and The Nucon Group.
- Communication Snapshots present up-to-date facts about business communication in the real world, such as information on employer expectations for written communication skills, the growing importance of communicating effectively with non-native English speakers, and grammar errors that executives find most distracting.
- Communication Objectives appear in the margins to identify relevant discussions and to highlight the appropriate summary points and end-of-chapter exercises.
- Five grammar modules appear at the end of the text in Part IV. This reference manual is detailed and complete enough to help students review and strengthen their punctuation, usage, and writing skills.
- Activities and end-of-chapter exercises that follow the 3Ps model guide students through the assessment of a problem or a typical business scenario involving effective communication, the process of determining how to respond to the situation, and the final product—such as an e-mail or memo—created in response.

CONTENTS:

I. Foundations of Business Communication1. Understanding Business Communication2. Contemporary Issues in Business Communication3. Interpersonal Communication SkillsII. Developing Your Business Writing Skills4. The Writing Process5. Revising Your WritingIII. Correspondence6. Routine Letters, Memos, and E-Mail Messages7. Persuasive Letters, Memos, and E-Mail Messages8. Bad-News Letters, Memos, and E-Mail MessagesIV. Written and Oral Business Reports9. Planning the Business Report and Managing Data10. Writing the Business Report11. Making Oral PresentationsV. Employment Communication12. The Job Search, Résumés, and Job-Application Letters13. Employment Interviewing and Follow-UpVI. Developing Your Business English SkillsA. Business Sentence StructureB. Business-Style PunctuationC. Verbs and Subject-Verb AgreementD. Using Pronouns, Adjectives, and AdverbsE. Mechanics in Business Writing

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HOW 12, 12E

A Handbook for Office Professionals

IE

James L. Clark, Pasadena City College; Lyn Clark, Los Angeles Pierce College

Since 1975, HOW and its subsequent editions have been a prominent reference source for business writers, office personnel, and students. With every new edition, HOW has kept pace with changes in our language and the business environment, striving to provide a useful and easy-to-understand reference manual for all professionals involved in organizational operations. It includes detailed and precise information for writing, formatting, and transmitting communications. Unlike other reference books, HOW 12 is tailored for writing style, grammar, mechanics, and techniques in a business/office environment. This text can be used as a stand-alone reference or as a supplement.

NEW TO THIS EDITION:

- Reorganization of chapters to begin with grammar and usage principles.
- Increased substantially number of examples in chapter that differentiates words often confused and misused.
- Increased coverage of APA and MLA report formats and documentation.
- Addition of sections to address the default document formats of Microsoft Word 2007.
- New section on managing computer folders and files using Vista.
- Updated relevant examples to illustrate language usage principles.

FEATURES:

- HOW 12 provides descriptions and illustrations of letter, memorandum, report, meeting minutes, agenda, news release, and itinerary formats. It includes examples of listings, charts, footnotes, tables, and other such content features of business documents. New to HOW 12—this reference book covers how to work with Microsoft Word 2007 default formats in preparing business documents.
- It describes the latest Internet access options and provides information on e-mail, search sites and procedures, evaluating Web sites, and valuable resources on the Web. Up-to-date URLs of career centers on the Web are included.
- It contains information on preparing traditional résumés, scannable résumés, online (ASCII) résumés, application letters, reference-request letters, and follow-up letters—all necessary documents for the job-seeking process. It also provides resources for accessing Internet career centers and corporate career sites.

CONTENTS:

1. Grammar and Usage2. Punctuation3. Capitalization Number Formats4. Number Formats5. Hyphenating and Dividing Words6. Abbreviations and Symbols7. Words Often Confused and Misused8. Elements of Writing Style9. Spelling, Proofreading, and Editing10. Address Format and Forms of Address11. E-Mail Messages, Business Letters, and Memorandums Solution Finder12. Reports and Other Business Documents13. Employment Application Documents14. The Internet and Its Resources15. Manual and Electronic File Management

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NEW PERSPECTIVES: PORTFOLIO PROJECTS FOR BUSINESS COMMUNICATION

Carol M. Cram, *Capilano College*

NEW PERSPECTIVES: PORTFOLIO PROJECTS FOR BUSINESS COMMUNICATION, Second Edition, teaches students how to communicate effectively in today's constantly changing business environment. By solving realistic business case problems, students learn how to create a wide range of business documents and oral presentations, use technology to communicate effectively, address the needs of diverse audiences, and consider the ethical implications of their communication practices.

FEATURES:

- **REAL WORLD APPLICATION.** Case scenarios, review assignments, and case problems help students review course material and apply what they've learned to real life business scenarios.
- **TECHNOLOGY.** Reference Windows teach students how to use technology to create a document or presentation.
- **REVIEW.** Review assignments, focused on conceptual information and writing skills, help students apply the book's content.
- **CRITICAL THINKING.** Focused on concepts, best practices, and applications in business communication, Case Problems encourage critical thinking and include guidelines to help students create brochures, short proposals, online forms, and financial presentations.
- **HANDS-ON PRACTICE.** In addition to covering business communications skills, the book provides hands-on practice in the skills students need to perform business functions successfully.

CONTENTS:

Project 1. Business Communications Overview. Project 2. Email. Project 3. Memos. Project 4. Everyday Letters. Project 5. Sales Letters. Project 6. Negative News Messages. Project 7. Press Releases. Project 8. Proposals. Project 9. Reports. Project 10. Newsletters. Project 11. Brochures. Project 12. Posters, Flyers, Advertisements. Project 13. Web Content. Project 14. Job Search Documents. Project 15. Presentation Planning. Project 16. Persuasive Presentations.

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RESUMES, COVER LETTERS, NETWORKING, & INTERVIEWING, 3E

Clifford W. Eischen, *Fresno City College*; Lynn A. Eischen, *Fresno City College*; Eischen, *Professional Resume Service*

Maximize your two year degree and land the job you want with **RÉSUMÉS, COVERLETTERS, NETWORKING, AND INTERVIEWING, 3E, INTERNATIONAL EDITION.** Build the résumé that best suits your career goals using today's business technologies, including electronic résumé formatting. You'll also learn a simple approach to the entire employment process through coverage of the interview process, cover letters, networking, and job applications.

NEW TO THIS EDITION:

- A new chapter, *Researching Prospective Employers Online with Tips on Salary Negotiations*, a chapter devoted to researching prospective employers online and tips on salary negotiation that provides a more complete picture of entry-level employment strategies.
- Focus questions are featured at the beginning of each chapter to enable students and faculty to spotlight key points presented on each topic.
- New résumé samples for both two-year and four-year graduates in different formats and for a variety of majors are included.
- The first chapter features a sample résumé to assess student's proofreading skills and knowledge of résumé preparation.
- Additional focus has been added to emphasize the significance of résumé appearance in making an initial impact on prospective employers.
- As companies are moving more toward electronic application processes, this edition includes additional information on submitting application materials electronically--sending résumés and cover letters as attachments, posting résumés and cover letters to job boards and company sites, replying to job listings online, etc.

FEATURES:

- The Eischens' text is specifically geared toward students receiving a two-year degree. Two-year degree students learn to showcase their education, work experience, and extracurricular activities within a variety of résumé formats.
- A key chapter, "Networking--The Hidden Job Market," introduces students to the art of networking, a practice the authors feel is responsible for a large percentage of job finds.
- Students can review tips and instructions for scannable résumés, sending résumés and cover letters as e-mail attachments, posting résumés and cover letters to job boards and company sites, replying to job listings online, sending résumés via fax, and other electronic considerations.
- Numerous samples shown include E-mail résumés, employment applications, simplified one-page résumés, and cover letters.
- Exercises on listing qualifications, producing a first draft, gathering references, completing application forms, techniques for answering interview questions, and drafting a follow-up letter, all help students build a well defined career-entry strategy.
- The dedicated chapter on the interview process coaches students on proper interview attire, preparing for interview questions, introductions, and how to follow up after an interview.

CONTENTS:

1. Getting the Interview. 2. Identify your Strengths to Construct a Qualifications Summary and Superior Resume. 3. Developing the Key Sections of a Resume. 4. Essentials and Examples in Resume Presentation. 5. Resume Formats, Styles, and Applications. 6. Researching Prospective Employers Online with Tips on Salary Negotiation. 7. Cover Letters. 8. References, Attachments, and Employment Application. 9. Resume Submission and Follow-up. 10. Networking. 11. The Interview.

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SPEAKING PROFESSIONALLY

A Concise Guide to Effective Business Presentations

Alan Zarella, Northeastern University

SPEAKING PROFESSIONALLY is a concise text for those learning to prepare, deliver and analyze business presentations. Dr. Zarella draws on more than 20 years' experience to offer a practical, application-oriented alternative to the basic 'how-to' products and the longer, more broad-based, theoretical texts. No other text currently on the market compares to this First Edition.

SPEAKING PROFESSIONALLY also addresses one of the major challenges all students face when taking a speaking course: speech anxiety. Sample presentations with critiques help students apply and analyze what they learn. The text also covers business presentation skills; overcoming speech anxiety; communication principles and their application in the business environment; audience analysis and multicultural issues; crisis communication resources and organizations for business speakers; and more.

FEATURES:

- **Chapter in a Nutshell:** This chapter-opening feature provides an overview of the chapter coverage in a few brief sentences allowing students and instructors the opportunity to preview the topics covered within each chapter.
- **Chapter Opening Quotes:** Quotes from important presenters of today and yesterday, these chapter-opening quotes set the stage and bring relevance to the topics covered in each chapter.
- **Chapter Opening Vignette:** The Chapter Opening Vignette provides a "jumping off point" for the topics covered within the chapter. These exciting and relevant scenarios prepare students for the topics to be covered and make great class discussion starters and lecture launches.
- **Ethical Probe:** The Ethical Probes are provided throughout the chapters and ask students to stop and think about some ethical aspect of the topic covered within the chapter. These thought-provoking and highly engaging boxed features ask students to think critically about the ethical issues related to making business presentations.
- **Stand Up and Deliver:** These brief activities appear throughout the chapter and give students the opportunity to prepare a presentation on a specific topic. This feature provides opportunity for classroom and homework activities allowing students to become successful and practiced presenters.
- **Reverse the Perspective:** These boxed features provided in every chapter ask students to take the listeners perspective on a given presentation topic. This feature creates an opportunity for students to view the speaking situation from the vantage point of the audience member.
- **Summary: A Toolbox:** This chapter-ending feature provides an outline of the chapter content for quick and easy review of main concepts and ideas.
- **Practitioner's Perspective:** These are excerpts from author-conducted interviews with high-level executives, politicians, and others who regularly and successfully make presentations. These clearly illustrate the importance and relevance of the topics covered within each chapter. The practitioners provide insights for students into success and disastrous real-world presentations.
- **Sample Presentation for Analysis:** This feature asks students to review a presentation and analyze it. Asking students to review and provide criticism on a presentation will allow them to become more critical of their own presentations and ultimately lead to better presentations.

CONTENTS:

1. Foundations. 2. Communication Principles and Presentation Success. 3. Ethical Decisions and Public Presentation. 4. Addressing Speech Anxiety. 5. Audience Analysis: Taking a Receiver Centered Approach. 6. Selecting an Appropriate Speaking Style. 7. Structuring the Message. 8. Visual Support for your Presentation. 9. Teams and Team Presentations. 10. Persuasive Messages. 11. Verbal and Non Verbal Components to Delivery. 12. Question and Answer Sessions. 13. Evaluating Yourself and Others: Your Role as Critical Listener in Presentation Contexts.

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New Edition!

IE

STRATEGIC MANAGEMENT COMMUNICATION, 2E

Robyn Walker, University of Southern California

STRATEGIC MANAGEMENT COMMUNICATION, 2e, International Edition is based upon an alternative theoretical foundation grounded in theory but with connections to communication in the world of business. STRATEGIC MANAGEMENT COMMUNICATION, 2e, International Edition shows students how various business courses are related and highlights communication as a practice that is applicable to all business situations regardless of the discipline, department, or organizational level at which it takes place.

Easy to read and concise, this text includes numerous exercises so students can test their understanding of key concepts and principles. Critical Thinking and Responsible Communication boxes are just a few of the tools integrated throughout the text to help them master the material and succeed in the business communications course.

FEATURES:

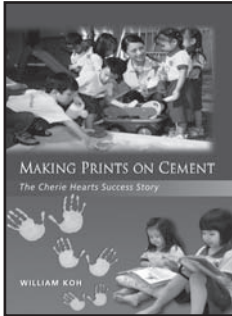
- The edition has been revised thoroughly and now includes: 1. Greater focus on the concerns of managerial audiences; 2. A clearer discussion of strategy and tactics; 3. A clearer step-by-step approach to the strategic communication process; and 4. A separate discussion of written and oral messages as well as the inclusion of topics of interest to management audiences.
- The author emphasizes strategic thinking and explores communication as the learning and application of a set of related skills rather than as a discrete collection of document types and rules for memorization.
- This text clearly illustrates communication's applicability for real business purposes, including marketing, management, and corporate goals so the reader readily sees the benefits of good business communication skills.

CONTENTS:

1. What is a Strategic Communication? PART I: THE STRATEGIC COMMUNICATION PROCESS. 2. Foundations of Communication. 3. Step 1: Identify the Purposes of Communication. 4. Step 2: Audience Analysis. 5. Steps 3 and 4: Consider the Context and Select a Channel and Medium. PART II: COMMUNICATION TACTICS FOR DIFFERING CHANNELS AND CONTEXTS. 6. Communicating in Writing. 7. Communicating in Oral Presentations and Managing Meetings. 8. Communicating with Employees. 9. Communicating in and Leading Teams. 10. Communicating with External Audiences. 11. Internal Organizational Communication.

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INTRODUCTION TO BUSINESS



New!

Cengage Learning Asia Title

MAKING PRINTS ON CEMENT

The Cherie Hearts Success Story

William Koh, National University of Singapore

Cherie Hearts was established when two men with a love for children and a passion to provide quality childcare started their first childcare centre in 2002. Since then, the company has mushroomed into a successful business, with 50 centres in Singapore by the end of 2009, overseas branches in Vietnam, Malaysia, Indonesia, China, South Korea, and a newly opened branch in Bangalore, India in 2010. The book discusses how Sam and Gurchran's motivation and drive transformed Cherie Hearts into a childcare powerhouse. It also examines the importance of effective human resource management in a small-medium enterprise and how having the right organisational structure and culture is essential to support business growth. Finally, the reader gains insight into the key engine of growth at Cherie Hearts- its franchising model. Realising that they lacked technical know-how and the financial resources to expand the company, both decided that the way to grow the company was through franchising. In 2003, the company developed its own franchising model to power growth. Known as the P3E business model, this provides comprehensive guidelines for its franchise operations and ensures consistency and quality across all its centres.

FEATURES:

- Background information on the Group Executive Chairman of Cherie Hearts and his co-founder provides an enhanced understanding of their leadership philosophies.
- Key features of the organisational structure and culture of Cherie Hearts are discussed to show how they support business strategy.
- Critical components of HR practices are analysed to show how they complement the company's growth.
- Detailed analysis of the senior management's leadership style that facilitated Cherie Hearts' rapid expansion in Singapore and into the regional market.

CONTENTS:

Preface. Chapter 1. Introduction. Chapter 2. Organisational Culture and Structure. Chapter 3. Building a Cherie Hearts Franchise. Chapter 4. Leadership. Chapter 5. Human Resource Management. Chapter 6. Strategic Options and Conclusion. Appendix A. Centre Listing. Appendix B. Organisational Chart. Appendix C. Competitor Statistics. Appendix D. Staff Appraisal Form. Bibliography.

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100 YEARS OF LI & FUNG

Rise from family business to multinational

Feng, Bang-yan

Cengage Learning Asia Title

This book illustrates the rise and success of one of the oldest Chinese trading company in Hong Kong. Through generations of entrepreneurship, perseverance, and ingenuity, coupled with Chinese values and modern management practices, it has evolved into a leading global supply chain management multinational, employing over 24,000 employees worldwide, and achieved revenues exceeding US\$8.5 billion (in 2005). Li & Fung Group's businesses include export trading, retailing (e.g. Circle K, Toys "R" Us, and Branded Lifestyle), and integrated distribution services (e.g. manufacturing, logistics, and marketing), etc.

FEATURES:

- A fascinating story of the evolution of a small trading business to one of the top multinationals of today.
- How the management manages to combine both traditional Chinese values and modern Westernized management to achieve success.
- Contains 64 pages of colored photos.
- The company was also cited as a case study in Harvard Business Case Studies.

CONTENTS:

1. The founding of Li & Fung-The Canton years. 2. Taking root in Hong Kong after the War. 3. First public listing: 1973-1989. 4. Going into retail-Circle K, Toys "R" Us. 5. Privatization-The Key to modernization. 6. "Filling in the Mosaic." 7. Further acquisitions to widen the net. 8. Birth of the third pillar-Distribution in Asia. 9. Restructuring and repositioning the retail components. 10. The Li & Fung's global supply chain management model. 11. The Fung brothers' business management philosophy. 12. Taking up the challenges of the new century. Appendix A: Chronology of events. Appendix B: The Fung family. Bibliography. Index.

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**New Edition!****12E**

BUSINESS FOUNDATIONS, 2E

Robert J. Hughes, Richland College; Dallas, County Community Colleges; William M. Pride, Texas A&M University; Jack R. Kapoor, College of DuPage

Business Foundations, 2e, International Edition provides a brief survey of the major functional areas of business including management, marketing, accounting, finance, and information technology, as well as core topics such as ethics and social responsibility, forms of ownership, small business, and international business. The text is filled with cutting edge content, including up-to-date information about the economic crisis as well as suggestions on how to manage personal financial planning in the midst of economic ups and downs. This second edition also includes two new appendices on Careers in Business and Personal Finance. An abundance of study aids is also available within the text and on the student companion website.

NEW TO THIS EDITION:

- New! CengageNOW is an online product that includes pre-populated homework assessments with a personalized learning path, and much more!
- New! The Interactive Business Plan is a powerful interactive online tool is walks students step-by-step through the process of building a business plan—a skill that will benefit them throughout their careers.
- New! All-new opening cases about real business organizations drive home the relevance of the chapter concepts.
- New! Concept checks at the end of each major topic test students understanding of the major issues discussed.
- New! Test Yourself quizzes at the end of each chapter help student prepare for exams and gauge their mastery of key concepts and terminology.
- New! Building a Business Plan: At the end of each Part, students are asked to create a part of the business plan as they walk step-by-step through the preparation of a real business plan. This feature also coordinates and works well with the Interactive Business Plan product.

FEATURES:

- At the beginning of each chapter, a short description of “why this chapter matters” helps students to understand the relevance of business in their lives and give them guidance on how to study effectively.
- Chapter opening vignettes, called Inside Business, profile real business operations designed to engage students and provide context for chapter concepts.
- Color-coded Learning Objectives open each chapter and appear throughout the text to remind students of core concepts to be addressed.

CONTENTS:

Note: Each chapter opens with Inside Business, Learning Objectives, and Why This Chapter Matters. I. The Environment of Business. 1. Exploring the World of Business and Economics. 2. Being Ethical and Socially Responsible. 3. Exploring Global Business. II. Trends in Business Today. 4. Choosing a Form of Business Ownership. 5. Small Business, Entrepreneurship, and Franchise. III. Management and Organization. 6. Understanding the Management Process. 7. Creating a Flexible Organization. 8. Producing Quality Goods and Services. 9. Attracting and Retaining the Best Employees. 10. Motivating and Satisfying Employees

and Teams. 11. Building Customer Relationships Through Effective Marketing. 12. Creating and Pricing Products that Satisfy Customers. 13. Distributing and Promoting Products. VI. Management Information Systems, e-Business, Accounting, and Finance. 14. Understanding Information and e-Business. 15. Using Accounting Information. 16. Mastering Financial Management.

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BUSINESS PRINCIPLES AND MANAGEMENT, 12E

James L. Burrow, North Carolina State University, Raleigh, NC; Brad Kleindl, Missouri Southern State College; Kenneth E. Everard, Titusville, NJ

BUSINESS PRINCIPLES AND MANAGEMENT 12E provides an introduction to business management concepts and principles in a realistic, investigative, and enriching manner. Business Operations are approached from the entrepreneurial and management perspective. All the functions of business management are covered extensively, including the use of technology and communication as tools of business. Explore the global dimension of business and possible career opportunities.

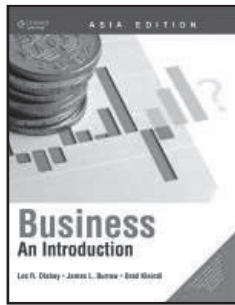
FEATURES:

- Chapters are broken into lessons to maximize student learning.
- WinningEdge activities prepare students for BPA, DECA, and FBLA competitive events.
- Success Tips, Technology Tips, Ethics Tips, Facts & Figures, Net Bookmark, Career Cluster, and Case Studies bridge the gap between theory and the real world.
- Focus On features rotate through topics of business ethics, global business, and management innovation to give students a larger view of the business community.
- Business Notes feature appears in each chapter incorporating reading, communication, writing, and math so students can see how these academic skills are used in the business environment.
- An ongoing project that builds throughout the text allows students to apply what they have learned from chapter material.

CONTENTS:

1. Characteristics of a Business. 2. Social and Ethical Environment of Business. 3. Economic Environment of Business. 4. International Environment of Business. 5. Proprietorships and Partnerships. 6. Corporate Forms of Business Ownership. 7. Legal Aspects of Business. 9. Technology and Information Management. 10. E-Commerce. 11. Organizational Communications. 12. Management Functions and Decision Making. 13. The Manager as Leader. 14. Planning and Organizing. 15. Implementing and Controlling. 16. Business Financial Records. 17. Financing a Business. 18. Financial Services. 19. Credit and Insurance. 20. Product Planning and Production Management. 21. Nature and Scope of Marketing. 22. Product Development and Distribution. = 23. Pricing and Promotion. 24. Managing Human Resources. 25. Developing and Rewarding Employees. 26. Developing an Effective Organization.

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New!



BUSINESS
An Introduction

Les Dlabay, Lake Forest College; James L. Burrow, North Carolina State University; Brad Kleindl, Park University

Business - An Introduction by Dlabay, Burrow and Kleindl provides an abundance of practical applications that connect students to the business world and allows them to explore the foundations of business operations. The text's survey like approach is idea for the first course for business students, as it introduces students to the concepts and skills required for success in today's marketplace.

FEATURES:

- Planning a Career in... features link to Career clusters and present the necessary skills, education, and experience for a variety of career paths.
- Features such as Business Outside the Box, Life-Span Plan, A Question of Ethics and Focus on Real Life provide the link between theory and the real world.
- Work as a Team allows students to experience dynamic that enhance the learning process and learn the benefits and concerns of shared decision making.
- Technology in Action and E-Commerce in Action explore the impact and use of technology in today's businesses.
- Doing Business in...provides a basic knowledge of international business activities that are vital for living and working in the global economy.

CONTENTS:

Unit 1: Business in the Global Economic Environment 1: Economic Decisions and Systems. 2: Economic Activity. 3: Business in the Global Economy. 4: Social Responsibility of Business and Government. Unit 2: Business Organization and Management 5: Business Organization. 6: Entrepreneurship and Small Business Management 7: Management and Leadership. 8: Human Resources, Culture, and Diversity. 9: Career Planning and Development. Unit 3: Business Operations and Technology 10: Marketing. 11: Business and Technology. 12: Financial Management. 13: Production and Business Operations. 14: Risk Management. Unit 4: Personal Financial Management 15: Consumers in the Global Economy. 16: Money Management and Financial Planning. 17: Banking and Financial Services. 18: Consumer Credit. 19: Savings and Investment Strategies. 20: Insurance.

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New Edition!

BUSN 4, 4E
(WITH BUSINESS COURSEMATE WITH EBOOK PRINTED ACCESS CARD)

Marcella Kelly, Santa Monica College; Jim McGowen, Southwestern Illinois College

Captivate your students with the excitement of business today within the engaging and accessible pages of BUSN4. Student tested and faculty approved, Kelly/McGowen's latest edition of BUSN delivers all the topics found in lengthy Introduction to Business texts, but provides this content in a streamlined, riveting, less cluttered design that captivates students and saves you valuable time with powerful, integrated resources.

Written by experienced business instructors in touch with the needs of today's instructors and students, this edition provides a more student-focused, less linear proven learning model. BUSN4's lively engaging approach immediately draws students into business fundamentals with a compelling design that addresses all core Introduction to Business topics in only seventeen succinct chapters, including a unique chapter on Business Communications.

Your students stay on top of the most timely developments with the book's well-balanced presentation and wealth of supplements, including CourseMate, an interactive teaching and learning solution, and an online Teach Business Resource Center with the latest news and article feeds. All supplements are tightly integrated with the third and fourth editions of BUSN to ensure your students master critical communication skills and chapter concepts. Keep all of your students motivated and excited about business today, no matter what their major, with the powerful, unique approach and resources found in BUSN4.

NEW TO THIS EDITION:

- New interactive decision-making scenarios: Each of the five parts of the book has corresponding business scenarios/small decision-making simulations. Students can work through these on the CourseMate website and see how their business decisions lend themselves to actionable business outcomes.
- New instructor Prep Cards make the transition to this edition easy: Individual, detachable Prep Cards for each chapter, conveniently located in the back of the Instructor's Edition, contain information outlining which specific content has been updated for the fourth edition. You will also find time-saving convenient chapter overviews and outlines, lists of terms, PowerPoint® highlights, video teaching notes, additional examples, and more to help you plan and deliver your course efficiently.
- Up-to-the-minute content relevant to today's times: Open any page of BUSN4 and you will find the most current business statistics, timely quotes, contemporary fun facts, and new recent examples that make content relevant

to today's students and the challenges they will face in business today.

- New premium website: CourseMate for BUSN4 brings course concepts to life with interactive learning, study, and exam preparation tools that support the printed textbook. Watch student comprehension soar as your class works with the printed textbook and the textbook-specific website. CourseMate goes beyond the book to deliver what you need! CourseMate for BUSN4 includes an interactive eBook; interactive teaching and learning tools including quizzes, flashcards, videos, games, podcast, cases, and more; and Engagement Tracker, a first-of-its-kind tool that monitors student engagement in the course.

FEATURES:

- Traditional concepts provide solid foundation in business: Concise, yet thorough, BUSN4 covers all core Introduction to Business topics in seventeen succinct chapters to equip your students with a solid foundation in business basics. The book's lively writing style, colorful examples, and up-to-the-minute coverage gives potential majors an excellent snapshot of the fast-paced fascinating world of business today.
- Nontraditional streamlined presentation appeals to today's students: Using a vibrant visual style that is more like a magazine than a textbook, BUSN resonates with today's active, fast-paced learners. The book clearly communicates concepts and ideas through clear visuals and manageable blocks of information rather than using large portions of text. BUSN's concepts-driven format gives you the flexibility to weave other materials into your course.
- Student-focused presentation and integrated resources encourages active learning: Relevant and useful, BUSN's powerhouse of tightly integrated resources is designed to help your students master text material, improve study skills, polish verbal communication skills, and sharpen writing skills. Study tools throughout the text and the supplemental resources allow student to study anytime, anywhere as they refine skills that will serve them throughout their college career and beyond.
- Interactive website, CourseMate, reinforces skills and promotes mastery of business concepts: The book's interactive text companion website provides you with time-saving resources, available for download with password protection. The resourceful website also reinforces concepts for students with learning tools, such as an interactive eBook, quizzes to help study and prepare for exams, learning games, flashcards of key terms, and additional content that extends the text material. A database for instructors helps you further develop lectures.

CONTENTS:

PART I: THE BUSINESS ENVIRONMENT. 1. Business Now: Change is the Only Constant. 2. Economics: The Framework for Business. 3. The World Marketplace: Business without Borders. 4. Business Ethics and Social Responsibility: Doing Well by Doing Good. 5. Business Communication: Creating and Delivering Messages that Matter. PART II: CREATING A BUSINESS. 6. Business Formation: Choosing the Form that Fits. 7. Small Business and Entrepreneurship: Economic Rocket Fuel. Part III: FINANCING A BUSINESS. 8. Accounting: Decision Making By the Numbers. 9. Finance: Acquiring and Using Funds to Maximize Value. 10. Securities Markets: Trading Financial Resources. PART IV: MARKETING A BUSINESS. 11. Marketing: Building Profitable Customer Connections. 12. Product and Promotion: Creating and Communicating Value. 13. Distribution and Pricing: Right Product, Right Person, Right Place, Right Price. PART V: MANAGING A BUSINESS. 14. Management Motivation and Leadership: Bringing Business to Life. 15. Human Resource Management: Building a Top-Quality Workforce. 16. Managing Information and Technology: Finding New Ways to Learn and Link. 17. Operations Management: Putting it All Together.

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DICTIONARY OF BUSINESS TERMS

Jae Shim, California State University, Long Beach

This volume is a general business dictionary covering every functional aspect of an organization, including nearly 3,200 business terms. All terms include definition, a description in context, and examples. For some of the more complex topics, an analysis is provided. Some terms include URLs to web pages that further illustrate or clarify the term.

FEATURES:

- Covers every functional aspect of an organization
- Some terms will include URLs to web pages that further illustrate or clarify the term.
- Over 3,200 terms

CONTENTS:

Introduction. Business Terms A-Z. Index.

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GLOBAL ECONOMIC WATCH: IMPACT ON BUSINESS

Global Economics Crisis Resource Center

The first half of the printed module for the Business ebook discusses the historical context of the global economic crisis. The next 16 pages of the module discuss the impact of the global economic crisis on the Business discipline. This 32-page module also provides learning goals, questions, key terms and digital access to the entire Global Economic Crisis Resource Center. Please visit www.cengage.com/gec.

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New Edition!

IE

INTRODUCTION TO BUSINESS, 11E

William M. Pride, Texas A&M University; Robert J. Hughes, Richland College, Dallas County Community Colleges; Jack R. Kapoor, College of DuPage

INTRODUCTION TO BUSINESS, 11E, International Edition is a best-selling introductory text featuring an up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, finance, and information technology. This edition closely examines cutting-edge topics like the impact of the economic crisis and political climate on business, green and socially responsible business, and sustainability. INTRODUCTION TO BUSINESS, 11E, International Edition delivers on expanded choice, increased engagement and improved outcomes by offering innovative custom and technology options that meet the needs of your course. Increase student engagement and improve outcomes by incorporating one of our digital products into your course.

NEW TO THIS EDITION:

- All Inside Business vignettes are new to this edition, including the Return to Inside Business feature which helps students relate chapter content to a real-world business situation.
- Each chapter has been thoroughly updated to provide the most recent data and examples. New topics include the most recent economic crisis and political developments, such as the controversy over off-shore drilling and the BP oil spill, Toyota's quality crisis, the impact of high unemployment, and technology developments including the growing importance of computer apps for cell phones and iPods, social networking, computer backup issues, and green IT.
- All themed inserts are new in the 11th edition and include: Career Success, Entrepreneurial Success, Going for Success, and Ethical Challenges and Successful Solutions. Sustaining the Planet inserts have been retained and updated, and all-new Spotlight features present factual data in an easy to understand, illustrated format.
- All videos and video cases are new in this edition and feature companies such as E*Trade, L.L. Bean, Whirlpool, and Chase.

FEATURES:

- Learning Objectives serve as each chapter's organizing framework. The important concepts to be mastered are clearly stated for students early on, reinforced throughout the chapter at appropriate points within the margin, and used as a basis for summarizing the chapter content.
- Chapter-opening Inside Business features introduce the theme of each chapter and focus on pertinent activities of real organizations.
- Marginal key terms and learning objectives help students understand and retain important concepts.
- Numerous real-world examples drawn from familiar organizations and recognizable products are used in each chapter.

CONTENTS:

PART I: THE ENVIRONMENT OF BUSINESS. 1. An Introduction to Business and the Economy. 2. The Business of Ethics. 3. Global Business. PART I: THE ENVIRONMENT OF BUSINESS. 1. Exploring the World of Business and Economics. 2. Being Ethical and Socially Responsible. 3. Exploring Global Business. PART II: BUSINESS OWNERSHIP AND ENTREPRENEURSHIP. 4. Choosing a Form of Business Ownership. 5. Small Business, Entrepreneurship, and Franchises. PART II: MANAGEMENT AND ORGANIZATION. 6. Understanding the Management Process. 7. Creating a Flexible Organization. 8. Producing Quality Goods and Services. PART IV: HUMAN RESOURCES. 9. Attracting and Retaining the Best Employees. 10. Motivating and Satisfying Employees and Teams. 11. Enhancing Union-Management Relations. PART V: MARKETING. 12. Building Customer Relationships Through Effective Marketing. 13. Creating and Pricing Products that Satisfy Customers. 14. Wholesaling, Retailing, and Physical Distribution. 15. Developing Integrated Marketing Communications. PART VI: INFORMATION FOR BUSINESS STRATEGY AND DECISION MAKING. 16. Understanding Information and e-Business. 17. Using Accounting Information. PART VII: FINANCE AND INVESTMENT. 18. Understanding Money, Banking, and Credit. 19. Mastering Financial Management. 20. Understanding Personal Finances and Investments.

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THE ESSENTIALS OF THE **IE** FUTURE OF BUSINESS, 4E (WITH CAREER BOOK)

Lawrence J. Gitman, San Diego State University; Carl McDaniel, University of Texas, Arlington

Packed with examples and illustrations of professionals in real-world practice, THE ESSENTIALS OF THE FUTURE OF BUSINESS 4E, International Edition prepares readers for a successful career in business by equipping them with the knowledge, skills, and competencies needed in tomorrow's competitive workplace. Rich in theory and application, it delivers an engaging presentation of the foundational principles, concepts, and vocabulary for each area of business, while also emphasizing the practical skills needed for real-world success--including the five workplace competencies recommended by the Secretary's Commission on Achieving Necessary Skills (SCANS). Each chapter offers a thorough presentation of business principles and also highlights emerging business trends in management, leadership, production, marketing, and finance.

NEW TO THIS EDITION:

- **UPDATED!** Apple Continuing Case: Giving students invaluable insight into real business practice, the continuing case featuring Apple Computer, Inc. is completely updated and included at the end of each part. It provides an in-depth look at Apple's tumultuous evolution and demonstrates how chapter concepts are applied in a real business. By presenting the strategies that helped Apple rebound from a business slump in the mid-80s to success today, instructors can help students understand the problems that challenge managers and organizations--as well as viable solutions--over an extended period of time.
- **NEW!** BizFlix Video Cases: Transforming popular movies into business situations, these exciting new cases open chapters with scenes from current Hollywood films and close with critical thinking questions to introduce students to key topics. The powerful and memorable scenes explore the essential business concept, while case questions prompt student participation in classroom discussion. BizFlix Video Cases are available in the PowerPoint presentation, and the written case description is conveniently located at the beginning of every chapter.
- **NEW!** Building Your Career Booklet: The perfect complement to THE FUTURE OF BUSINESS: THE ESSENTIALS 4E, this lively, concise booklet provides career planning and study skill strategies to ensure student success in the classroom--and throughout their careers. It is easily customized to meet specific campus needs and is the ideal resource for information on career planning.

FEATURES:

- **Cutting-Edge Coverage:** The text is packed with current examples and illustrations, as well as developing issues. Chapters highlight such emerging business trends as shifts in economic policies in Europe, the global marketplace, the boom in the service sector, managing workforce diversity, new technology, and much more--keeping students up to date with the latest developments throughout the business world.
- **Integrated Learning System:** Saving you valuable time, the Integrated Learning System simplifies lecture preparation by providing an organized system for delivery and a structure for lesson plans and test creation. This comprehensive system anchors chapter concepts and links all instructor and student supplements. Learning goals at the beginning of each chapter review the concepts to be covered. Learning goals are also repeated throughout the chapter, supported with concept checks and a chapter summary.
- **Teaching Support:** A vast array of supplements ease lecture preparation and improve student performance. The Instructor's Manual includes an in-depth lecture outline interspersed with "tidbits" that allow instructors to add timely and interesting enhancements to their lectures. Articles from the latest business periodicals and newspapers are included--along with interesting comments already inserted. Also built into lecture outlines are intriguing questions to spark lively class discussion and debate.
- **Certified Test Bank:** No more fear. Instructors can now assign and create tests

with complete confidence. Each question is certified for accuracy. Organized by learning goals, the certified test bank is both thorough and comprehensive and supports the integrated learning system.

- **Career Awareness:** Features integrated throughout the text help you develop and raise your students' awareness of their college and professional career paths. Activities such as Exploring Business Careers and Creative Thinking Cases help students gain a clear view of the business environment--beyond the textbook and classroom--and see the true day-to-day challenges and triumphs of various careers.
- **Workplace Competency:** "Preparing for Tomorrow's Workplace" activities in each chapter are designed to help your students develop the five high-performance workplace skills recommended by the Secretary's Commission on Achieving Necessary Skills (SCANS): using and allocating resources, working with others, acquiring and using information, understanding systems, and working with technology.

CONTENTS:

Part I: THE BUSINESS ENVIRONMENT.1. Understanding Economic Systems and Business.2. Making Ethical Decisions and Managing a Socially Responsible Business. Appendix: Understanding the Legal and Tax Environment.3. Competing in the Global Marketplace. Part II: BUSINESS OWNERSHIP.4. Forms of Business Ownership.5. Entrepreneurship: Starting and Managing Your Own Business. Part III: BUSINESS MANAGEMENT.6. Management and Leadership in Today's Organizations.7. Designing Organizational Structures.8. Managing Human Resources and Labor-Management Issues.9. Motivating Employees and Creating Self-Managed Teams.10. Achieving World-class Operations Management. Part IV: MARKETING MANAGEMENT.11. Creating Products and Developing Pricing Strategies.12. Distributing and Promoting New Products and Services. Part V: TECHNOLOGY AND INFORMATION.13. Using Technology to Manage Information.14. Using Financial Information and Accounting. Part VI: FINANCE.15. Understanding Money and Financial Institutions.16. Financial Management and Securities Markets.

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THE FUTURE OF BUSINESS, 6E **IE**

Lawrence J. Gitman, San Diego State University; Carl McDaniel, University of Texas, Arlington

THE FUTURE OF BUSINESS prepares students for a successful career in business by equipping them with the knowledge, skills, and competencies they need to prepare for tomorrow's competitive workplace. Each chapter offers a thorough presentation of business principles and also highlights emerging business trends in fields such as management, leadership, production, marketing and finance. Trends include shifts in economic policies in Europe, the global marketplace, the boom in the service sector, managing workforce diversity, new technology, and more.

The text also helps students envision themselves in a business career, revealing possibilities that exist when they select business as a major through new "Exploring Business Careers" opening vignettes and videos. Advanced learning tools such as online learning resources (ThomsonNOW) and the Integrated Learning System help build business competencies.

NEW TO THIS EDITION:

- **NEW APPLE, INC. CONTINUING CASE.** Apple Computer, Inc. is featured in a continuing case at the end of each part, providing an in-depth look at the company's tumultuous evolution and demonstrating how chapter concepts are applied in a real business. By presenting the strategies that helped Apple rebound from a business slump in the mid-80s to success today, instructors can help students to understand the managers' and organization's problems and solutions over an extended period of time.
- **NEW EXPLORING BUSINESS CAREERS VIDEOS.** New opening vignettes and videos highlight the careers of successful business leaders from a variety of service and manufacturing firms. In addition to providing insight into a variety of business careers, the opening vignettes and videos help spark an interest in the chapter topics through professionally produced videos.
- **NEW CONCEPT IN ACTION PHOTO ESSAYS.** "Concept in Action" photo essays help instructors to teach today's visual learners by illustrating chapter concepts using interesting companies and business leaders. Each photo is accompanied by descriptive photo captions that provide detailed information about the person or business profiled. These new photo essays are educational and insightful, each concluding with a critical thinking question.
- **NEW ETHICS ACTIVITIES.** Ethics activities at the end of each chapter present real-world ethical challenges and prompt students to choose the most ethical course of action. Scenarios include the Enron collapse, teenage obesity and fast food, executive compensation, outsourcing jobs to foreign countries, whistle-blowing, and more.
- **DUAL EMPHASIS ON PRINCIPLES AND TRENDS.** Each chapter presents the foundational principles, concepts and terminology for each area of business. These basic principles provide a strong foundation for understanding today's business world and the career choices available in business. To better prepare them for tomorrow's business world, the authors also believe students need to be aware of the latest trends and emerging issues in management, leadership, production, marketing, finance, and more. Therefore, each chapter covers both the principles of business and devotes the last learning goal of each chapter to emerging business trends. The "trends" section highlights emerging business trends to better equip students for tomorrow's workplace. Some of these trends include shifts in economic policies in Europe, the global marketplace, the boom in the service sector, managing workforce diversity, new technology, and more.
- **NEW CUSTOMIZED LEARNING THROUGH THOMSONNOW.** Through customized learning paths, students will be guided through their study of business concepts and utilize diagnostic pre-assessment quizzes, individualized learning paths, and post-assessments that gauge progress and comprehension of concepts and skills.

FEATURES:

- The Integrated Learning System anchors chapter concepts and links all of the instructor and student supplements. Learning goals at the beginning of each chapter review the concepts to be covered. Then the learning goals are repeated throughout the chapter, supported with concept checks and a chapter summary. This integrated Learning System eases lecture preparation by providing an organized system for delivery and a structure for lesson plans and examination preparation.
- **Learning Goals:** The beginning of each chapter opens with learning goals, highlighting to readers what the key concepts are, and what they should understand while reading the chapter. At the end of each chapter there is a "Summary of Learning Goals", revisiting the same goals to make sure readers have a thorough understanding of these important topics.
- **Hits & Misses:** Throughout the text, various companies are highlighted discussing either business successes or failures. Readers get a quick look at what made certain companies thrive, while others were not so lucky.
- **Opening Scenarios:** Every chapter opens with an exciting scenario, setting the stage of what is to come in the chapter, and enticing readers to read on.
- **Solving An Ethical Controversy:** Every chapter contains this experiential feature designed to facilitate class debates on current ethical issues. Each Ethical Controversy begins with a brief background and is followed by a series of pros and cons designed to elicit class discussion of the issues.
- The Future of Business provides students with an engaging, richly-illustrated presentation of the foundational principles and vocabulary for each area of business while also teaching the practical skills needed for real-world success.
- Each chapter presents the foundational principles, concepts, and terminology for each area of business. These basic principles provide a strong foundation for understanding today's business world and the career choices available in business.
- Emerging business trends at the end of each chapter keep students up-to-date with new developments in the business world.

CONTENTS:

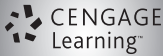
PART 1: THE BUSINESS ENVIRONMENT. 1. Participating in the Dynamic Business Environment. 2. Understanding Evolving Economic Systems and Competition. 3. Making Ethical Decisions and Managing a Socially Responsible Business. Appendix: Understanding the Legal and Tax Environment. 4. Competing in the Global Marketplace. PART 2: BUSINESS OWNERSHIP. 5. Forms of Business Ownership. 6. Entrepreneurship: Starting and Managing Your Own Business. PART 3: BUSINESS MANAGEMENT. 7. Management and Leadership in Today's Organizations. 8. Designing Organizational Structures. 9. Managing Human Resources and Labor-Management Issues. 10. Motivating Employees and Creating Self-Managed Teams. 11. Achieving World-class Operations Management. PART 4: MARKETING MANAGEMENT. 12. Understanding the Customer and Creating Marketing Strategy. 13. Developing Quality Products at the Right Price. 14. Distributing Products in a Timely and Efficient Manner. 15. Using Integrated Marketing Communications to Promote Products. PART 5: TECHNOLOGY AND INFORMATION. 16. Using Technology to Manage Information. 17. Using Financial Information and Accounting. PART 6: FINANCE. 18. Understanding Money and Financial Institutions. 19. Managing the Firm's Finances. Appendix: Managing Risk and Insurance. 20. Understanding Securities and Securities Markets. Enrichment Chapter: Managing Your Personal Finances. Enrichment Chapter: Using the Internet for Business Success.

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BUSINESS MATHEMATICS**New Edition!****IE****CONTEMPORARY MATHEMATICS FOR BUSINESS AND CONSUMERS, 6E****(with Student Resource CD with MathCue.Business)***Robert Brechner, Miami-Dade Community College*

Now you can help even your most uncertain students overcome math anxiety and confidently master key mathematical concepts and their business applications with Brechner's CONTEMPORARY MATHEMATICS FOR BUSINESS AND CONSUMERS, 6E. This unique modular approach invites students into a successful, interactive learning experience with numerous real business examples and integrated teaching technology. The author continues to incorporate a proven step-by-step instructional model throughout that allows you and your students to progress together one topic at a time without being intimidated or overwhelmed.

NEW TO THIS EDITION:

- ALL-NEW "JUMP START" FEATURE OFFERS COMPLETELY WORKED-OUT PROBLEMS TO HELP STUDENTS MASTER AND REVIEW NEW CONCEPTS. Each new topic set in every Section Review now begins with a worked-out solution for the first question. Students have the advantage of reviewing this completed problem before moving ahead. For your convenience, All "Jump Start" solutions are available both in the book and on the companion website.
- ALL HOMEWORK AND TEST ASSIGNMENTS NOW PROVIDE OPTIONS FOR INSTANT ASSESSMENT AND LEARNING SUPPORT. The powerful CengageNOW™ with MathCue™ delivers proven online homework and testing in a full-featured course management system. All of MathCue's more than 15,000 homework and test questions offer complete, step-by-step solutions for you to use in the way that best enhances your students' learning experience. Provide precise targeted help for students as they complete homework, quizzes, or tests. CengageNOW with MathCue integrates seamlessly with Blackboard, WebCT™, and other leading platforms.
- NEW EXCEL EXERCISES LISTED ON 5E ONLINE DESCRIPT. DO THESE NOW CORRESPOND WITH EXCEL 2007--SAW MENTION OF THIS ON IPS.] NEW EXCEL® EXERCISES PROVIDE VARYING LEVELS OF HANDS-ON PRACTICE. It's simple to provide practice with realistic business calculations that are ideal for your students' individual, developing skill levels with this edition's Excel® exercises. Each chapter's 8-12 new Excel® exercises offer three levels of difficulty: beginner, intermediate, and advanced. Student and instructor versions of the exercises are available at this edition's companion support website.

FEATURES:

- THOROUGHLY REVISED, INVITING PRESENTATION AND PEDAGOGICAL FEATURES ENGAGE STUDENTS AND ENSURE INTERACTIVE LEARNING. This new edition is reader-driven with a striking visual format designed

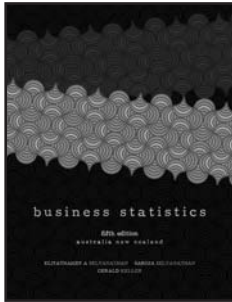
to appeal to today's student. Revised "ContemporaryMath.com" and "In the Business World" features stimulate student curiosity as they highlight the most current news and statistics related to chapter topics. Numerous captivating real examples illustrate each chapter's key concepts, while all-new "Dollars and Sense" features provide helpful personal finance and business money tips.

- UNIQUE MODULAR APPROACH HELPS STUDENTS OVERCOME MATH ANXIETY WITH MANAGEABLE LEARNING SECTIONS. The author has broken each chapter into numerous discrete learning components, allowing your students to progress step-by-step and overcome one of greatest barriers to learning that students who are not math majors experience: math anxiety! After each Example and step-by-step Solution, Try-It Exercises encourage students to work out their own exercises for immediate feedback and learning reinforcement before moving on to the next concept.
- SECTION REVIEW EXERCISES IMMEDIATELY REINFORCE LEARNING AT EACH STEP. Every part of this edition is designed to help your students master the concepts presented with confidence. In addition to helpful Section Reviews, this edition's Performance Objectives keep students focused on key concepts within each section. Chapter Formula Recaps, Summary Charts, and Assessment Tests provide students with proven, comprehensive end-of-chapter review.
- BUSINESS DECISION EXERCISES INTEGRATE MULTIPLE CONCEPTS. Business Decision Exercises in each section give students the opportunity to apply multiple concepts within a detailed, realistic business scenario. These proven exercises sharpen students' critical-thinking skills, provide a solid review of topics, and help students see the usefulness of the concepts they are learning.
- MATHCUE™ SOFTWARE PROVIDES AN ENDLESS SUPPLY OF PROVEN PROBLEMS AND PRACTICE QUIZZES FOR REVIEW. Now available with CengageNOW™, one-of-a-kind MathCue tutorial software offers all the practice your students need with proven problems and practice quizzes focused on key performance objectives. Tutorial practice sessions, designed by an award-winning educator and software developer, support student learning with immediate, step-by-step feedback. Contact your sales representative to acquiring this product.

CONTENTS:

1 Whole Numbers. 2 Fractions. 3 Decimals. 4 Checking Accounts. 5 Using Equations to Solve Business Problems. 6 Percents and their Applications in Business. 7 Invoices, Trade and Cash Discounts. 8 Markup and Markdown. 9 Payroll. 10 Simple Interest and Promissory Notes. 11 Compound Interest and Present Value. 12 Annuities. 13 Consumer and Business Credit. 14 Mortgages. 15 Financial Statements and Ratios. 16 Inventory. 17 Depreciation. 18 Taxes. 19 Insurance. 20 Investments. 21 Business Statistics and Data Presentation.

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BUSINESS STATISTICS**New Edition!****BUSINESS STATISTICS, 5E**
Complete Australia/New Zealand Edition

Eliyathamby A Selvanathan, Griffith University; Saroja Selvanathan, Griffith University; Gerald Keller, Wilfred Laurier University

BUSINESS STATISTICS, 5e, emphasises applications over theory. It illustrates the importance of statistical methods and tools for today's managers and analysts, and how to apply them to business problems using real-world data.

Using a proven three-step approach, students learn how to (1) IDENTIFY the correct statistical technique - by focusing on the problem objective and data type; (2) COMPUTE the statistics - doing them by hand and using Excel; (3) INTERPRET results in the context of the problem. This unique approach enhances students' comprehension and practical skills.

NEW TO THIS EDITION:

- New case studies from real business settings, ABS, media and international agencies

FEATURES:

- Excel 2007 introduced and integrated into the text and applications
- CengageNow available to maximise study time to help students achieve results in their learning
- Review chapters that allow students to practise the task of identifying correct techniques. These chapters also contain exercises and cases that require the use of several different statistical procedures.
- Real-World Applications: New and updated examples and exercises provide up-to-date coverage. Numerous applications in finance, marketing, operations, human resources, and accounting highlight how statistics are used in these professions.
- Data Analysis: All statistical techniques introduced in this book can be computed using Excel's ToolPak or version 7.0 of Data Analysis Plus, which features Excel macros created to complement Excel's menu of statistical procedures. This version is compatible with all versions of Excel®, including Office 95, 97, 2000, and XP. A help file is included.

CONTENTS:

1. What is statistics? Part 1: Descriptive measures and probability. 2. Graphical and tabular descriptive methods. 3. Art and science of graphical presentations. 4. Numerical descriptive measures. 5. Probability. 6. Data collection and sampling. 7. Random variables and discrete probability distributions. 8. Continuous probability distributions. Part 2: Statistical inference. 9. Statistical

inference: Introduction. 10. Sampling distributions. 11. Estimation: Describing a single population. 12. Estimation: Comparing two populations. 13. Hypothesis testing: Describing a single population. 14. Hypothesis testing: Comparing two populations. 15. Inference about population variances. 16. Comparing two populations: Nonparametric statistics. 17. Statistical Inference: A review of chapters 11-16. 18. Analysis of Variance. 19. Nonparametric techniques: Comparing two or more populations. 20. Additional tests for nominal data: Chi-squared tests. 21. Simple linear regression and correlation. 22. Multiple regression 23. Model building. 24. Statistical inference: Conclusion. Part 3: Applications. 25 Time-series analysis and forecasting. 26 Index numbers. 27 Decision analysis: Online chapter.

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**New Edition!****BUSINESS STATISTICS - ABRIDGED, 5E**
Australia/New Zealand Edition

Antony Selvanathan, Griffith University; Saroja Selvanathan, Griffith University; Gerald Keller, Wilfred Laurier University; Brian Warrack, Wilfred Laurier University

BUSINESS STATISTICS, 5e, emphasises applications over theory. It illustrates the importance of statistical methods and tools for today's managers and analysts, and how to apply them to business problems using real-world data.

Using a proven three-step approach, students learn how to (1) IDENTIFY the correct statistical technique - by focusing on the problem objective and data type; (2) COMPUTE the statistics - doing them by hand and using Excel; (3) INTERPRET results in the context of the problem. This unique approach enhances students' comprehension and practical skills.

NEW TO THIS EDITION:

- New case studies sourced from real business settings, Australian Bureau of Statistics, media and international agencies

FEATURES:

- Excel 2007 introduced and integrated throughout
- CengageNow learning study resource helps students achieve the best from their learning
- Review chapters encourage students to use a variety of statistical procedures and identify best practice techniques
- Data sets available online and on CD
- Real-World Applications: NEW and updated examples and exercises provide up-to-date coverage. Applications from finance, marketing, operations, human resources and accounting, highlight how statistics are used in these professions.
- Emphasis on Communication: NEW coverage of writing reports and creating

- presentations teaches students how to communicate statistical findings
- Data Analysis: All statistical techniques introduced in this book can be computed using Excel's ToolPak or version 7.0 of Data Analysis Plus, featuring Excel macros created to complement Excel's menu of statistical procedures.
 - Compatible with all versions of Excel®, including Office 95, 97, 2000, and XP. A help file is included.

CONTENTS:

1. What is statistics? Part 1: Descriptive measures and probability. 2. Graphical descriptive methods . 3. Art and science of graphical presentations . 4. Numerical descriptive measures. 5. Probability . 6. Data collection and sampling . 7. Random variables and discrete probability distributions . 8. Continuous probability distributions. Part 2: Statistical inference. 9. Statistical inference: An introduction . 10. Sampling distributions. 11. Estimation: Describing a single population. 12. Hypothesis testing: Describing a single population. 13. Additional Tests for nominal data: Chi-squared tests. 14. Simple linear regression and correlation. 15. Multiple regression. Part 3: Applications. 16. Time series analysis and forecasting. 17. Index numbers.

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CONCISE MANAGERIAL STATISTICS **IE**

Al Kvanli, University of North Texas; Kellie B. Keeling, University of North Texas

The book is a higher-level introduction to business statistics text for use in a one-term course. It fully integrates the use of computers with statistics. This new text describes the concepts and applications of business statistics while giving users the opportunity to observe and actually carry out computer-generated solutions using SPSS, Microsoft® Excel, and MINITAB. Detailed how-to information for all three types of software is presented in the chapter appendices.

NEW TO THIS EDITION:

- Provides exercises that use large databases.
- Includes coverage of and data files for SPSS® for Windows statistical software. This is the only TBPP business statistics textbook that includes SPSS, a respected higher-level statistics software.
- Includes KPK Macros (add-ins) for Microsoft® Excel that help to overcome Excel's statistical shortcomings.

FEATURES:

- Data files for SPSS® for Windows statistical software: Included in appendices to the chapters. This allows instructors to easily introduce students to this respected higher-level statistics software if they so choose.
- KPK Macros: The student CD that comes with new copies of the text includes the KPK Macros (add-ins) for Microsoft® Excel to help overcome Excel's statistical shortcomings.
- Database Exercises: Included that use large databases providing students with experience in a wide variety of problem solving.

CONTENTS:

1. A First Look at Statistics and Data Collection. 2. Data Presentation Using Descriptive Graphs. 3. Data Summary Using Descriptive Measures. 4. Probability Concepts. 5. Discrete Probability Distributions. 6. Continuous Probability Distributions. 7. Statistical Inference and Sampling. 8. Hypothesis Testing for the Mean a Population. 9. Comparing Two or More Populations. 10. Analysis of Categorical Data. 11. Correlation and Simple Linear Regression. 12. Multiple Linear Regression. 13. Time series Analysis and Forecasting (on CD).

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New Edition!

IE

CONTEMPORARY BUSINESS STATISTICS, 4E (WITH PRINTED ACCESS CARD)

David Anderson, University of Cincinnati; Dennis Sweeney, University of Cincinnati; Thomas Williams, Rochester Institute of Technology

Give your students a balanced, conceptual understanding of statistics with a focus on real-world applications and the integrated strengths of Microsoft® Excel® 2010. The authoritative leader in modern business statistics, this best-selling comprehensive text carefully discusses and clearly develops each statistical technique in an application setting. Microsoft® Excel® 2010 instruction, integrated in each chapter, plays an integral part in strengthening this edition's applications orientation. Immediately after each easy-to-follow presentation of a statistical procedure, a subsection discusses how to use Excel® to perform the procedure. This integrated approach emphasizes the applications of Excel® while maintaining a primary focus on the statistical methodology. Step-by-step instructions and screen captures further clarify student learning.

NEW TO THIS EDITION:

- Integrated Microsoft® Excel® 2010: Step-by-step instructions and screen captures clearly demonstrate how to use the latest version of Excel® to implement statistical procedures.
- Excel® 2010 Primer: "Microsoft Excel 2010 Tools for Statistical Analysis." This new section of material on basic Excel® operations includes opening and saving workbooks, copying and pasting, and entering formulas. It appears as an appendix at the end of the book.
- Microsoft® Excel® Add-ins Optional Appendices: New chapter appendices give you the choice of covering StatTools, an industry-standard add-in that students will use throughout their business careers. Appendices highlight how this Microsoft® Excel® add-in provides capabilities not available in Excel® 2010, such as producing a box plot. This optional coverage allows you to choose to present Excel® with or without StatTools.
- CengageNOW Fully Integrated Online Teaching and Learning System: This innovative course management system combines the best of current technology to help you plan your course, manage and automatically grade extensive homework and student assignments, teach with the latest built-in technology support, and test students using a customized test bank. Personalized study plans for each student help reinforce student comprehension and reduce questions.

FEATURES:

- Powerful Real Examples and Exercises: Always a well-known strength from this author team, the exceptional exercises and examples throughout this text are now stronger with more real data from sources such as the Census Bureau and THE WALL STREET JOURNAL. Exercises drawn from actual events encourage students to learn the statistical methodology and the application

of real data to problems. Six new cases and approximately 200 new examples and exercises have been added to the excellent core material.

- **Proven Self-Test Exercises to Ensure Student Understanding:** Completely worked-out solutions for specific exercises appear in an appendix at the end of the book. Students can complete the self-test exercises and immediately check their solutions to evaluate their understanding of the concepts presented in the chapter.
- **Statistics in Practice Chapter Openers:** Students immediately see the practical value of the information they are learning as Statistics in Practice Chapter Openers highlight intriguing scenarios from real-world companies such as Citibank and Procter & Gamble using statistics in everyday business situations. These high-interest openers draw students into the information that follows.
- **Equal Emphasis on Methods and Applications:** Methods Exercises at the end of each section require students to use formulas and make necessary computations, while Application Exercises ask students to apply the chapter material to address real-world problems.
- **Trusted Team of Expert Authors:** As respected leaders and active consultants in the fields of business and statistics, Anderson, Sweeney, and Williams provide an accurate presentation of statistical concepts you can trust with every edition as they use a cohesive, student-friendly writing approach. To ensure accuracy, the authors triple-check all problems and examples themselves.

CONTENTS:

1. Data and Statistics.
2. Descriptive Statistics: Tabular and Graphical Presentations.
3. Descriptive Statistics: Numerical Measures.
4. Introduction to Probability.
5. Discrete Probability Distributions.
6. Continuous Probability Distributions.
7. Sampling and Sampling Distributions.
8. Interval Estimation.
9. Hypothesis Tests.
10. Inferences About Means and Proportions with Two Populations.
11. Inferences About Population Variances.
12. Tests of Goodness of Fit and Independence.
13. Experimental Design and Analysis of Variance.
14. Simple Linear Regression.
15. Multiple Regression.
16. Regression Analysis: Model Building.
17. Time Series Analysis and Forecasting.
18. Nonparametric Methods.
19. Statistical Methods for Quality Control.
20. Decision Analysis.
21. Sample Survey On Website.

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New Edition!

IE

DATA ANALYSIS, OPTIMIZATION, AND SIMULATION MODELING, 4E (with Printed Access Card)

S. Christian Albright, *Indiana University*; Wayne Winston, *Indiana University*; Christopher Zappe, *Bucknell University*

DATA ANALYSIS, OPTIMIZATION, AND SIMULATION MODELING, 4e, International Edition emphasizes data analysis, modeling, and spreadsheet use in statistics and management science. Professional Excel software add-ins are included, making this text a market leader in its first edition for its clarity of writing, a teach-by-example approach, and complete Excel integration. This edition is compatible with Excel 2007 and the corresponding add-ins for Excel 2007. Updates regarding Excel 2010 are included where applicable.

FEATURES:

- Chapters 2 and 3 are completely rewritten and reorganized, focusing on the description of one variable at a time, and relationships between variables. Both chapters have more coverage of categorical variables, as well as new and more interesting data sets in the examples.
- The previous edition's Chapter 4 is renamed as Chapter 17, Importing Data into Excel, and is completely rewritten with its section on Excel tables located in Chapter 2. (Previous edition chapters 5–17 were renumbered 4–16.)
- The book is still based on Excel 2007, but notes about changes in Excel 2010 have been added where it applies.
- Each chapter now has 10–20 more consistent and relevant “Conceptual Questions” in the end-of-chapter sections.
- The first two LP examples in Chapter 13 (replacing the former Chapter 14) are replaced by two product mix models, where the second builds on the first. The previous “diet” model was overly complex as a first LP example.
- Several chapter-opening vignettes are replaced with newer and more interesting ones and there are now many short “fundamental insights” throughout the chapters.
- All updated screenshots and accompanying explanations to reflect Excel 2007 and updated add-ins. Tips on Excel 2010 have been added where applicable.

CONTENTS:

1. Introduction to Data Analysis and Decision Making. PART I: EXPLORING DATA.
2. Describing the Distribution of a Single Variable.
3. Finding Relationships Among Variables. PART II: PROBABILITY AND DECISION MAKING UNDER UNCERTAINTY.
4. Probability and Probability Distributions.
5. Normal, Binomial, Poisson, and Exponential Distributions.
6. Decision Making Under Uncertainty. PART III: STATISTICAL INFERENCE.
7. Sampling and Sampling Distributions.
8. Confidence Interval Estimation.
9. Hypothesis Testing. PART IV: REGRESSION ANALYSIS AND TIME SERIES FORECASTING.
10. Regression Analysis: Estimating Relationships.
11. Regression Analysis: Statistical Inference.
12. Time Series Analysis and Forecasting. PART V: OPTIMIZATION AND SIMULATION MODELING.
13. Introduction to Optimization Modeling.
14. Optimization Models.
15. Introduction to Simulation Modeling.
16. Simulation Models. PART

VI: BONUS ONLINE MATERIAL 2 Using the Advanced Filter and Database Functions. 17. Importing Data into Excel.

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ESSENTIALS OF BUSINESS STATISTICS (WITH CD-ROM), 5E

Ronald M. Weiers, University of Pittsburgh

ESSENTIALS OF BUSINESS STATISTICS is a select subset of the core chapters from the renowned INTRODUCTION TO BUSINESS STATISTICS. Highly praised for its clarity and great examples, Ronald Weiers' text takes an informal, student-oriented approach to presenting fundamental statistical concepts. Non-technical terminology and outstanding illustrations explain statistical concepts in the context of contemporary applications. Weiers puts business students at ease with the material by providing numerous learning aids and interesting applications drawn from students' real-world experience.

NEW TO THIS EDITION:

- Java™ applets from Gary McClelland's award-winning SEEING STATISTICS have been specifically adapted to the text. Strategically placed throughout the text where students most need help, the 20 applets enable students visualize difficult statistical concepts in action. About 3-5 exercises accompanying each applet help you integrate the applets into you're your classroom discussion.
- iLrn™ Homework with DuxStat facilitates classroom management, finally allowing you to test the way you teach. iLrn with DuxStat assesses students through homework, on quizzes, or on exams, in the process of doing real data analysis on the web. Student responses get automatically graded and entered into the iLrn grade book, making it easy for you to assign and collect homework over the web.
- New business cases appear throughout the text. These cases, authored by Lawrence Peters (Texas Christian University) and J. Brian Gray (University of Alabama) provide more extended business applications of statistics, all based on real data.
- MINITAB® 14 instructions and screen shots appear throughout the text. Microsoft® Excel 2003 updates are also included.
- New optional topics are now included on the book's CD, including a chapter on Ethics in Statistical Analysis and Reporting.

FEATURES:

- A student favorite, this book develops each concept verbally, visually, and through examples. Difficult concepts are communicated in easy-to-understand, student-oriented language.
- Thoroughly developed learning aids in each chapter include: Learning Objectives, numerous examples, Case Studies, Section and Chapter Exercises, Statistics in Action boxes, Excel and MINITAB® step-by-step instructions and corresponding outputs, and Summary.
- Microsoft® Excel and MINITAB® are integrated throughout to demonstrate how popular software is effectively utilized to solve problems in business statistics. Examples with step-by-step instructions and corresponding outputs are provided to explain each statistical technique.
- To integrate methodology with practice, each chapter contains a "Practitioner Perspective" that shows explicitly how the methods under discussion are used by professionals in the field.
- Emphasis is placed on modern and practical business applications of statistics, such as total quality management, business and survey research, and ethics in statistical analysis and reporting.
- The data collection and research methods discussions appear early in the book, in order to better frame and justify the methodology.
- Additional practical topics, such as Excel Pivot Tables, are extensively

discussed.

CONTENTS:

Part I: BUSINESS STATISTICS: INTRODUCTION AND BACKGROUND. Part II: PROBABILITY. Part III: SAMPLING DISTRIBUTIONS AND ESTIMATION. Part IV: HYPOTHESIS TESTING. Part V: REGRESSION, MODEL BUILDING, AND TIME SERIES. Appendix B: Selected Answers. Index/Glossary.

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ESSENTIALS OF CONTEMPORARY BUSINESS STATISTICS, 4E

David Anderson, University of Cincinnati; Dennis Sweeney, University of Cincinnati; Thomas Williams, Rochester Institute of Technology

From the renowned author team that has been writing market-leading business statistics textbooks for more than 20 years, ESSENTIALS OF CONTEMPORARY BUSINESS STATISTICS with Microsoft® Office Excel®, 4e, International Edition, provides a brief introduction to business statistics that balances a conceptual understanding of statistics with the real-world application of statistical methodology. The latest version of Microsoft Excel®, Microsoft Excel® 2007, is integrated throughout the text, showing step-by-step instructions and screen captures to enhance student learning. The fourth edition contains the same student learning features that have made ASW products best-sellers for years, including the problem-scenario approach and real-world examples that introduce statistical techniques.

NEW TO THIS EDITION:

- Integrated Microsoft Excel® 2007: Step-by-step instructions and screen captures show how to use the latest version of Excel® to implement statistical procedures. More extensive use of Excel's PivotTable report and Excel's chart tools is also provided.
- Revised introduction to sampling: In the previous edition, Chapter 7 included a discussion of selecting a simple random sample from a finite and from an infinite population. Now the focus is on sampling from a finite population and sampling from a process. A practical advice subsection has been added discussing the need for using good judgment in obtaining a close correspondence between the target population and the sampled population.
- p-Values: In the previous edition, we emphasized the use of p-values as the preferred approach to hypothesis testing. We continue this approach in the new edition; however, we have eased the introduction to p-values by simplifying the conceptual definition for the student. We now say, "A p-value is a probability that provides a measure of the evidence against the null hypothesis provided by the sample. The smaller the p-value, the more evidence there is against Ho." After this conceptual definition, we provide operational definitions that make it clear how the p-value is computed for a lower tail test, an upper tail test, and a two-tailed test. Based on our experience, we have found that separating the conceptual definition from the operational definition is helpful to the novice student trying to digest difficult new material.
- Experimental design and analysis of variance: In Section 10.4, we introduce the basic principles of an experimental study and show how they are used in a completely randomized design. We also provide a conceptual overview of the statistical procedure called analysis of variance (ANOVA). In Section 10.5, we show how ANOVA can be used to test for the equality of k population means using data obtained from a completely randomized design as well as data obtained from an observational study.

FEATURES:

- Complete integration of Microsoft Excel® coverage: This edition uses the

latest version of Microsoft Excel®, Microsoft Excel® 2007, to perform statistical analyses. Step-by-step instructions and screen captures are included throughout the text.

- Fantastic examples and exercises: The authors are well known, highly regarded, and respected in the field, and have always been known for their excellent problems. More real-data examples and exercises have been added to this edition. The use of real data enables students to learn not only about statistical methodology but also its application.
- Self-test exercises: Completely worked-out solutions for certain exercises are provided in an appendix at the end of the book. Students can attempt the self-test exercises and immediately check the solution to evaluate their understanding of the concepts presented in each chapter.
- Problem-scenario approach: The discussion and development of each technique is presented in an application setting, with the statistical results providing insights to decisions and solutions to problems.
- StatTools, the commercial Microsoft Excel® add-in that provides additional capabilities not available in Excel® 2007, can be made available free of charge with a new text upon request.

CONTENTS:

1. Data and Statistics.
2. Descriptive Statistics: Tabular and Graphical Presentations.
3. Descriptive Statistics: Numerical Measures.
4. Introduction to Probability.
5. Discrete Probability Distributions.
6. Continuous Probability Distributions.
7. Sampling and Sampling Distributions.
8. Interval Estimation.
9. Hypothesis Tests.
10. Comparisons Involving Means, Experimental Design, and Analysis of Variance.
11. Comparisons Involving Proportions and a Test of Independence.
12. Simple Linear Regression.
13. Multiple Regression.
14. Statistics for Quality Control.

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FUNDAMENTALS OF BUSINESS, STATISTICS, 6E

(with Bind-In Printed Access Card)

David Anderson, University of Cincinnati; Dennis Sweeney, University of Cincinnati; Thomas Williams, Rochester Institute of Technology

Trust the latest version of this market-leading essentials text to introduce sound statistical methodology in a proven applications setting. FUNDAMENTALS OF BUSINESS STATISTICS, 6e, International Edition includes all of the strengths of the best-selling parent text, with a streamlined focus on the core topics and a concise presentation that is easy for students to follow.

This reader-friendly introduction to business statistics offers a wealth of real-world examples, proven methods, and application exercises that clearly demonstrate how statistics can inform decisions and suggest solutions to contemporary business problems. The authors' signature problem-scenario approach and numerous exercises in every chapter show students how to apply statistical methods in

practical business situations. In addition, the Sixth Edition includes new case problems, methods, applications, and self-test exercises to help students' master key formulas and apply their knowledge. Optional updated chapter appendices highlight Excel® 2007 and Minitab® 15 popular commercial software, giving you the choice of integrating or omitting computer coverage in your course. This edition's concise approach and comprehensive support package, now including CengageNOW course management system, provides everything you need for an effective statistics course that prepares students for the essentials of statistics success in business today.

NEW TO THIS EDITION:

- New online primers provide an introduction to Microsoft® Excel® 2007 and Excel 2010 and its tools for statistical analysis, including the Excel Ribbon, basic workbook operations, Excel functions for statistical analysis, and installing Excel's data analysis add-in and the vendor-supplied add-in.
- New sections in Chapter 1 provide a brief overview of the relatively new field of data mining (including the concept of a data warehouse and how statistics and computer science converge to make data mining operational and valuable) and a discussion of ethical issues involved in presenting and interpreting statistical information.
- New and updated material in several chapters clarifies and expands upon key concepts, including sampled populations (finite and infinite) and frames, matching sampled and target populations, and developing null and alternative hypotheses in light of the situational context and the sample's purpose (including supporting research findings and challenging assumptions).

FEATURES:

- A unique problem-scenario approach helps students understand statistical concepts through discussion and development of each technique in an application setting, and then apply the techniques within exercises designed to generate a solution or recommendation and illustrate the value of statistics in making decisions and solving problems in real business environments.
- Methods, Application, and Self-Test Exercises allow students to use formulas, make computations, apply chapter material to address real-world problems, and evaluate their understanding of key concepts by checking solutions to selected exercises in a special appendix.

CONTENTS:

1. Data and Statistics.
2. Descriptive Statistics: Tabular and Graphical Presentations.
3. Descriptive Statistics: Numerical Measures.
4. Introduction to Probability.
5. Discrete Probability Distributions.
6. Continuous Probability Distributions.
7. Sampling and Sampling Distributions.
8. Interval Estimation.
9. Hypothesis Tests.
10. Comparisons Involving Means, Experimental Design, and Analysis of Variance.
11. Comparisons Involving Proportions and a Test of Independence.
12. Simple Linear Regression.
13. Multiple Regression.

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MANAGERIAL STATISTICS (WITH CD-ROM)

IE

A Case-Based Approach

Peter Klibanoff, Northwestern University; Alvaro Sandroni, Northwestern University; Boaz Moselle, Economic Consultant, The Brattle Group; Brett Saraniti, Hawaii Pacific University

Discover everything you need to prepare for success in business statistics today with this advanced, case-based approach to regression analysis. You'll begin by reviewing basic probability before moving into a strong topical coverage of hypothesis testing and regression analysis with an emphasis on relevant examples, business cases, and applications. Leading Harvard Business School cases and numerous end-of-chapter cases and problems written by the authors illustrate the use of statistics and regression analysis in business today.

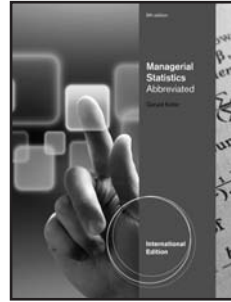
NEW TO THIS EDITION:

- Integrated cases – Cases woven throughout the book highlight traditional topics and illustrate particular problems and the techniques to solve them.
- Leading Harvard Business School cases bundled free with each new text – Three Harvard Business School cases – Harmon Foods, Inc, Colonial Broadcasting Company, and Nopane Advertising Strategy – are discussed within the text, while the complete cases are bundled free with each new book to exemplify statistical concepts in today's world of business.
- Integrated, user-friendly software created exclusively for this text – Kstat add-ins provide simple menu-driven capabilities for Microsoft® Excel and provide useful comment boxes that define and qualify all statistical terminology.
- Clearly described formulas, Kstat add-ins, and Microsoft® Excel functions – Step-by-step explanations guide you in using these tools to apply statistical concepts to managerial decisions.
- Student CD-ROM FREE with each new copy of the text – This essential CD provides extensive data files and Kstat Excel add-ins for completing text cases and exercises.
- For more information on this text and the advantages it offers you, visit the MANAGERIAL STATISTICS: A CASE-BASED APPROACH Web Site – <http://klibanoff.swlearning.com>.

CONTENTS:

1. Introduction to Probability Distributions: The Double E Case. 2. Hypothesis Testing: The Consumer Packaging Case. 3. Introduction to Regression: The Autorama Case. 4. Using Regression: The CAPM and Newspaper Cases. Case Insert 1 The Refrigerator Pricing Case: Introduction to Multiple Regression. 5. Dummy and Slope-Dummy Variables: The California Strawberries and CEO Seek Cases. 6. Graphical Analysis, Non-Linear Regression and Spurious Correlation: The Forester Wine Case, Snowfall and Unemployment. 7. Multiple Regression, Multicollinearity and the Generalized F-test: The Hot Dog Case. Case Insert 2 Colonial Broadcasting: Multiple Regression and Omitted Variable Bias. 8. Non-Linear Regression, Logarithms and Heteroskedasticity: An Advertising Example, The Hot Dog Case Revisited. 9. Time and Seasonality in Multiple Regression: The Dada Soda and Harmon Foods Cases. Case Insert 3 Nopane Advertising Case: Multiple Regression and Interaction Variables. Case Insert 4 The Wrigley Case: Multiple Regression and Modeling. Appendices. A Kstat Mini-Manual. Prediction Intervals. Correlation Review. Simple Properties Of Logarithms.

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New Edition!

IE

MANAGERIAL STATISTICS, ABBREVIATED 9E (with Printed Access Card)

Gerald Keller, Wilfrid Laurier University

MANAGERIAL STATISTICS, ABBREVIATED, International Edition demonstrates how vital statistical methods are for today's managers and economists—and teaches students how to apply these tools to real-world business problems. Using an “ICI” approach—Identify, Compute, and Interpret—students quickly comprehend concepts while you are offered maximum flexibility. The text incorporates various functional areas of business, data-driven examples, and exercises, and cases demonstrate statistical applications used in finance, marketing, operations, human resources, and accounting. Unique teaching and learning resources such as CourseMate save you time while providing control and better student outcomes. The ninth edition also includes Excel® 2010 and Minitab 15 content.

NEW TO THIS EDITION:

- Six large real datasets are the sources of 150 new exercises. Students will have the opportunity to convert real data into information. Instructors can use the datasets for hundreds of additional examples and exercises.
- Many of the examples, exercises, and cases using real data in the eighth edition have been updated.
- Chapter 2 in the eighth edition, which presented graphical techniques has been split into Chapters 2 and 3 for the ninth edition. Chapter 2 describes graphical techniques for nominal data and Chapter 3 presents graphical techniques for interval data.
- The Excel workbooks that compute confidence interval estimators and hypothesis tests have been replaced with subsections that teach students to do it on their own. This section is called “Do-It-Yourself Excel.”

FEATURES:

- Through the author's unique three-step “ICI” approach to problem solving, students learn to IDENTIFY the correct statistical technique by focusing on the problem objective and data type, then COMPUTE the statistics (doing them by hand, using Excel®, or using MINITAB), and ultimately INTERPRET results in the context of the problem.
- With a substantial number of data files and corresponding problems that ask students to interpret statistical results, students are provided ample opportunities to practice data analysis and decision making.
- The optional use of the computer allows for larger and more realistic exercises and examples.
- Using Excel 2010.

CONTENTS:

1. What Is Statistics? 2. Graphical Descriptive Techniques I. 3. Graphical Descriptive Techniques II. 4. Numerical Descriptive Techniques. 5. Data

Collection and Sampling. 6. Probability. 7. Random Variables and Discrete Probability Distributions. 8. Continuous Probability Distributions. 9. Sampling Distributions. 10. Introduction to Estimation. 11. Introduction to Hypothesis Testing. 12. Inference about One Population. 13. Inference about Two Populations. 14. Analysis of Variance. 15. Chi-Squared Tests. 16. Simple Linear Regression. 17. Multiple Regression.

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New Edition!

IE

MANAGERIAL STATISTICS, 8E (with CD-ROM)

Gerald Keller, Wilfrid Laurier University

This worldwide best-selling business statistics text emphasizes applications over calculation. Managerial Statistics, International Edition demonstrates how vital statistical methods are for today's managers and economists--and teaches students how to apply these tools to real business problems. Through the author's unique three-step "ICI" approach to problem solving, students learn to IDENTIFY the correct statistical technique by focusing on the problem objective and data type, then COMPUTE the statistics (doing them by hand, using Excel®, or using MINITAB), and ultimately INTERPRET results in the context of the problem. This approach enhances student comprehension and skills while offering you maximum flexibility. Incorporating various functional areas of business, data-driven examples, exercises, and cases demonstrate statistical applications used by marketing managers, financial analysts, accountants, economists, and others, giving students the hands-on practice they need, while sound pedagogical elements make the material accessible to undergrads. In addition, unique teaching and learning resources such as CourseMate save time while giving you more control and better student outcomes. The ninth edition also includes Excel® 2010 and MINITAB 15 content.

NEW TO THIS EDITION:

- Six large real datasets are the sources of 150 new exercises. Students will have the opportunity to convert real data into information. Instructors can use the datasets for hundreds of additional examples and exercises.
- Many of the examples, exercises, and cases using real data in the eighth edition have been updated. These include the data on wins, payrolls, and attendance in baseball, basketball, football, and hockey, returns on stocks listed on the New York Stock Exchange, NASDAQ, and Toronto Stock Exchange, and global warming.
- Chapter 2 in the eighth edition, which presented graphical techniques has been split into Chapters 2 and 3 for the ninth edition. Chapter 2 describes graphical techniques for nominal data and Chapter 3 presents graphical techniques for interval data.
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- The optional use of the computer allows for larger and more realistic exercises and examples.
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New Edition!

IE

STATISTICS FOR BUSINESS AND ECONOMICS, 11E (with CD-ROM)

David R. Anderson, University of Cincinnati; Dennis J. Sweeney, University of Cincinnati; Thomas A. Williams, Rochester Institute of Technology

This book introduces sound statistical methodology within a strong applications setting. The authors clearly demonstrate how statistical results provide insights into business decisions and present solutions to contemporary business problems. New cases and more than 350 real business examples and memorable exercises, 150 of which are new in this edition, present the latest statistical data and business information.

NEW TO THIS EDITION:

- REVISED CHAPTER ON TIME SERIES ANALYSIS AND FORECASTING OFFERS CLEARER FOCUS. This completely rewritten chapter (Ch. 18) now focuses more on using the pattern in a time series plot to select an appropriate forecasting method. An optional appendix on forecasting using StatTools Excel Add-in offers new and updated exercises.

- REVISED CHAPTER ON NONPARAMETRIC METHODS HIGHLIGHTS THE CONTRASTS BETWEEN METHODS AND THEIR COUNTERPARTS. This edition's updated treatment of nonparametric methods (Ch. 10) now contrasts each nonparametric method with its parametric counterpart, describing how fewer assumptions are required for nonparametric versions. Students examine the uses of the sign test, Wilcoxon Rank-Sum test, Mann-Whitney-Wilcoxon, Kurskal-Wallis test and rank correlation. New end-of-chapter appendices describe how to use Minitab, Excel, and StatTools to implement nonparametric methods and include 27 new data sets.
- CHANGES IN TERMINOLOGY MORE ACCURATELY DESCRIBE DATA. Rather than classifying nominal and ordinal data as qualitative and classifying interval and ratio data as quantitative, as in previous editions, the authors now refer to nominal and ordinal data as categorical data. Because nominal and ordinal data use labels or names to identify categories of like items, the term categorical is more descriptive.
- NEW INTRODUCTION TO DATA MINING FAMILIARIZES STUDENTS WITH THIS EMERGING FIELD. Now you can give your students an overview of the relatively new field of data mining and data warehousing with this edition's new coverage. Students gain an understanding of how the fields of statistics and computer science work together to make data mining operational and valuable.
- NEW EMPHASIS ON ETHICAL ISSUES IN STATISTICS EXAMINES THE PROFESSIONAL'S RESPONSIBILITIES. As ethical issues continue to grow in importance in today's business world, the authors respond with new, useful material in Chapter 1 that discusses the ethical issues students and professionals should consider when presenting and interpreting statistical information.
- MORE THAN 150 NEW EXAMPLES AND EXERCISES REFLECT THE LATEST REAL DATA. Text examples and exercises throughout this edition offer most current actual data and references from statistical information. This edition now offers a total of more than 350 real data examples and exercises, including 150 new updates that emphasize application as well as solid statistical methodology. Incorporating data from sources also referenced by The Wall Street Journal, USA Today, Barron's and others helps the authors demonstrate the many uses of statistics in business and economics today.

FEATURES:

- TRUSTED TEAM OF EXPERT AUTHORS ENSURES THE MOST ACCURATE, PROVEN PRESENTATION. As prominent, respected leaders and active consultants in business and statistics today, authors David R. Anderson, Dennis J. Sweeney, and Thomas A. Williams provide an accurate presentation of statistical concepts you can trust with every edition.
- LEADING PROBLEM-SCENARIO APPROACH HELPS STUDENT UNDERSTAND AND APPLY CONCEPTS. A hallmark strength of this text, this unique approach helps students understand statistical techniques within an applications setting. The statistical results provide insights into business decisions and detail how statistics are used within business today to solve problems.
- SYSTEMATIC APPROACH EMPHASIZES PROVEN METHODS AND APPLICATIONS. Students first develop a computational foundation and learn the use of techniques before moving to statistical application and interpretation of the value of techniques. Methods Exercises at the end of each section stress computation and use of formulas, while Application Exercises require students to use what they know about statistics to address real-world problems.
- EXPANDED COVERAGE OF LEADING SOFTWARE PROVIDES ULTIMATE FLEXIBILITY. Expanded, strengthened coverage of Microsoft® Office Excel® 2007 and Minitab 15 is still presented in chapter appendices to give you the flexibility of using this software or omitting this coverage as you teach. The book's Student CD provides time-saving data files and tools to efficiently complete text exercises. The Student CD also includes appendices that address Excel 2003 and Minitab 14 with data sets for those who continue to use these earlier versions of the software.
- USE OF CUMULATIVE STANDARD NORMAL DISTRIBUTION TABLE PREPARES STUDENTS TO WORK WITH STATISTICAL SOFTWARE. To more effectively prepare today's students to use computer software in statistics, this book incorporates a normal probability table that is consistent with today's statistical software. This cumulative normal probability table also

- makes it easier to compute p-values for hypothesis testing.
- SIMPLIFIED INTRODUCTION TO P-VALUES CLARIFIES UNDERSTANDING FOR STUDENTS. As in the previous edition, this edition emphasizes the use of p-values as the preferred approach to hypothesis testing. To further clarify the introduction of this concept for students, the authors now separate a simplified conceptual definition of p-values from operational definitions that clarify how the p-value is computed for a lower-tail test, an upper-tail test, and a two-tail test.

CONTENTS:

1. Data and Statistics. 2. Descriptive Statistics: Tabular and Graphical Presentations. 3. Descriptive Statistics: Numerical Measures. 4. Introduction to Probability. 5. Discrete Probability Distributions. 6. Continuous Probability Distributions. 7. Sampling and Sampling Distributions. 8. Interval Estimation. 9. Hypothesis Tests. 10. Inference About Means and Proportions with Two Populations. 11. Inferences About Population Variances. 12. Tests of Goodness of Fit and Independence. 13. Experimental Design and Analysis of Variance. 14. Simple Linear Regression. 15. Multiple Regression. 16. Regression Analysis: Model Building. 17. Index Numbers. 18. Time Series Analysis and Forecasting. 19. Nonparametric Methods. 20. Statistical Methods for Quality Control. 21. Decision Analysis. 22. Sample Survey (Online only).

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New Edition!

IE

INTRODUCTION TO BUSINESS STATISTICS, 7E

Ronald M. Weiers, Indiana University of Pennsylvania

Highly praised for its exceptional clarity, conversational style and useful examples, INTRODUCTION TO BUSINESS STATISTICS, Seventh Edition, was written specifically for you. This proven, popular text cuts through the jargon to help you understand fundamental statistical concepts and why they are important to you, your world, and your career. The text's outstanding illustrations, friendly language, non-technical terminology, and current, real-world examples will capture your interest and prepare you for success right from the start.

NEW TO THIS EDITION:

- The new edition includes updated coverage of Six Sigma to prepare students to use statistical results successfully in the business world with the latest business applications. Coverage includes a description of the term, as well as its basis (plus/minus three standard deviations from the mean), philosophy, and popularity.
- The Seventh Edition has been thoroughly updated to feature more than 300 new or revised exercises, giving students a powerful opportunity to apply their knowledge and hone their skills by exploring the use of statistics in current, relevant business scenarios.
- An updated set of 82 computer solutions, with printouts and step-by-step instructions for Minitab® 15 and Microsoft® Excel® 2007, now makes it easier than ever to design and use assignments incorporating Minitab and

Excel.

- Approximately 450 datasets for section, chapter, and case exercises provide you with abundant options for course assignments, making it easy to customize exercises to suit your course content, teaching preferences, or students' needs and interests.

FEATURES:

- A continuing, integrated case (the Thorndike Sports Equipment Company) provides an interesting, in-depth exploration of statistics in action, helping students apply course concepts to complex, realistic business scenarios, and allowing them to develop a strong appreciation for the value of statistics in guiding key business decisions throughout all parts of an organization.
- Strategically placed throughout the text in areas where students often need help, 21 Java applets from Gary McClelland's award-winning Seeing Statistics series are specifically adapted to help students visualize difficult statistical concepts in action. Three to five accompanying exercises per applet are ideal for individual practice or classroom participation.
- Microsoft® Excel® and Minitab® coverage, including step-by-step instructions and detailed output, is integrated throughout the text to demonstrate how these widely used spreadsheet and statistics applications can solve key business problems.
- The text emphasizes modern, practical business applications of statistics, including familiarizing students with the role of statistics in total quality management and business and survey research, as well as devoting significant coverage to ethical issues in statistical analysis and reporting.
- Discussions of data collection and research methods early in the book clearly frame and justify the statistical methodology presented, giving students a strong understanding of these important concepts.

CONTENTS:

Part I: BUSINESS STATISTICS: INTRODUCTION AND BACKGROUND. 1. A Preview of Business Statistics. 2. Visual Description of Data. 3. Statistical Description of Data. 4. Data Collection and Sampling Methods. Part II: PROBABILITY. 5. Probability: Review of Basic Concepts. 6. Discrete Probability Distributions. 7. Continuous Probability Distributions. Part III: SAMPLING DISTRIBUTIONS AND ESTIMATION. 8. Sampling Distributions. 9. Estimation from Sample Data. Part IV: HYPOTHESIS TESTING. 10. Hypothesis Tests Involving a Sample Mean or Proportion. 11. Hypothesis Tests Involving Two Sample Means or Proportions. 12. Analysis of Variance Tests. 13. Chi-Square Applications. 14. Nonparametric Methods. Part V: REGRESSION, MODEL BUILDING, AND TIME SERIES. 15. Simple Linear Regression and Correlation. 16. Multiple Regression and Correlation. 17. Model Building. 18. Models for Time Series and Forecasting. Part VI: SPECIAL TOPICS. 19. Decision Theory. 20. Total Quality Management. 21. Ethics in Statistical Analysis and Reporting (online chapter).

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LOGISTICS

ENTERPRISE RESOURCE PLANNING IN DISTRIBUTION

F. Lawrence, Texas AandM University-College Station; Daniel Jennings, Texas A&M University-College Station; Brian Reynolds, Texas A&M University-College Station

This course will explore current and developing issues in Enterprise Resource Planning (ERP) systems. The course will also cover the general information technology context for these advanced systems and explore likely future technology developments. The book will have real ERP stories, with real companies and real names.

FEATURES:

- “ERP Perspectives”: Each chapter begins with these opening vignettes about a company. This real-world case asks student to consider some of the concepts and issues that will be covered within the chapter.
- “ERP in Practice”: The case from “ERP Perspectives” continues throughout the chapters in this boxed feature, which discusses how the company being highlighted throughout the chapter dealt with the issues covered in that section.
- “ERP Retrospective”: This chapter-closing feature closes the case and explains the resolution of the ERP question or problem that was initially considered in the “ERP Perspective.”
- Issues To Consider: Each chapter will conclude with 4-6 “Issues to Consider.” These challenging and relevant end-of-chapter questions ask students to consider and brain storm solutions to some of the difficult questions the industry faces. These questions focus specifically on the topics covered within the chapter and could be used as homework assignments or for prompting in-class discussions.

CONTENTS:

Part 1: Evolution from Back Office Systems to ERP Chapter 1. The Roots of Distribution Information Management Chapter 2. Strategic Use of Distribution ERP Systems Chapter 3. ERP Tactical Planning Chapter 4. Selecting the System Chapter 5. ERP Implementation Part 2: Structure of an ERP System Chapter 6. The ERP Components Chapter 7. Automating Sales and Marketing Chapter 8. Replenishment Chapter 9. Operations Management Chapter 10. Executive Information Systems Chapter 11. Managing the Network Chapter 12. Standardization and Putting the System to Work Part 3: Best of Breed and Build Your Own ERP Chapter 13. Customer Relationship Management Modules Chapter 14. Logistics and Procurement Systems Chapter 15. Building a Best in Class ERP System.

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New Edition!

IE

MANAGEMENT OF TRANSPORTATION, 7E

John J. Coyle, Pennsylvania State University; Edward Bardi, University of Toledo; Robert A. Novack, Pennsylvania State University

MANAGEMENT OF TRANSPORTATION, 7e, International Edition equips your students with a solid understanding of this dynamic field. More student friendly than ever, the SEVENTH EDITION helps readers understand both the fundamental role and importance of transportation in companies and in society, as well as the complex environment in which transportation service is provided today. Taking a managerial approach, the authors give students the tools to successfully adapt to this fast-paced and rapidly changing industry.

NEW TO THIS EDITION:

- New co-author Dr. Brian Gibson adds exciting new insights to transportation and highlights some of the latest practices and emerging trends in the field.
- All-new Chapter 14, Issues and Challenges of Global Supply Chains, offers real-world insight into current and emerging challenges facing global supply chains.

FEATURES:

- Thoroughly revised and updated, the exciting new Seventh Edition has been reorganized to be more student friendly than ever. The four chapters in Part I equip readers with a thorough overview of transportation, while the four chapters in Part II focus on the providers of transportation. Part III includes six chapters highlighting emerging transportation management issues.
- In every chapter, four new boxed features deliver the latest technology, trends, and examples from the field.
- Rich Applications: Increased group and individual projects and activities keep students involved and engaged with hands-on learning.
- Current: The new edition is completely up to date. Examples, boxes, and tables have been thoroughly updated to reflect the latest industry information.
- End-of-Chapter Material: Ideal for homework assignments or lively in-class discussions, end-of-chapter material includes a Summary, Study Questions, and two Cases with Case Questions that require students to apply chapter concepts to real-world scenarios and think critically about the concepts.

CONTENTS:

PART I. 1. Transportation's Role in SCM. 2. Transportation's Role in the Economy. 3. Transportation's Role in Global Trade Planning. 4. Transportation's Role in Global Trade Execution. PART II. 5. The Motor Carrier Industry. 6. The Railroad Industry. 7. The Airline Industry. 8. The Bulk Carrier Industries. PART III. 9. 3PL and Special Service Providers. 10. Costing and Pricing Issues. 11. Carrier Strategies. 12. Information Management and Technology. 13. Shipper Strategies. 14. Transportation Challenges and Issues.

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MANAGING SUPPLY CHAINS: A LOGISTICS PERSPECTIVE, 8E

IE

John J. Coyle, Pennsylvania State University; Edward Bardi, University of Toledo; C. Langley, University of Tennessee

The latest edition of this market leading text has adopted a supply chain approach, one of the latest developments in logistics management. Its managerial focus blends logistics theory with practical applications and includes updated material of latest transportation regulations and carrier pricing.

NEW TO THIS EDITION:

- Supply Chain Technology Boxes: These boxes illustrate and relate how technological changes have impact on logistic management.
- New Chapters: Chapter 11 explores the area of supply chain relationships and the use of third party logistics services. Chapter 13 is devoted to performance measurements. Chapter 15 examines affective financial technologies to manage the supply chain.

FEATURES:

- Supply Chain Focus: A Supply chain approach has been integrated throughout the text.
- Leading Edge Strategies: Reverse logistics and efficient customer response are addressed to acquaint students with leading edge logistics strategies.
- Logistics Profiles: These chapter opening vignettes introduce students to the content through familiar real world companies, people and events.
- On The Line: Applied, concrete examples provide students with hands-on managerial experience of chapter topics.

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MANAGEMENT SCIENCE

New Edition!



IE

AN INTRODUCTION TO MANAGEMENT SCIENCE, 13E

(with CD-ROM)

David R. Anderson, University of Cincinnati; Dennis J. Sweeney, University of Cincinnati; Thomas A. Williams, Rochester Institute of Technology

The best-selling Anderson/Sweeney/Williams/Martin's INTRODUCTION TO MANAGEMENT SCIENCE: A QUANTITATIVE APPROACH TO DECISION MAKING, 13E, International Edition has helped define the topical coverage presented within today's management science course curriculum. This book provides a thorough grounding in management science techniques with a

readable presentation style and a wealth of examples drawn from a variety of businesses throughout the world.

Students learn the techniques and refine their problem solving skills with realistic problems that continue to set this established leader apart. Every new edition now includes the highly respected LINGO 10 software that is integrated with text problems to help you develop the skills to use this, Microsoft® Excel, and many other valuable software packages to resolve management science problems.

NEW TO THIS EDITION:

- New, robust LINGO 10 software—Trial version FREE with each new book and now integrated with the text—builds students' skills in using this highly respected proprietary software from Lindo Systems, Inc. as students use the software to solve both linear and nonlinear optimization problems.
- New chapter on nonlinear programming (Ch. 8) greatly increases and expands the set of important applied problems that can be solved using management science tools.
- New cases—for a total of 28—expand practical applications in areas such as the Markov process and online bidding on contracts.
- New Management Science in Action vignettes highlight Interfaces, OR/MS Today, and practitioners in current situations that demonstrate the role and importance of management science within a real company. Approximately 50 vignettes in total provide a broad perspective of the benefit of management science techniques in numerous industries.

FEATURES:

- Greater emphasis on the applications of management science and use of computer software and less focus on algorithms in this edition clarifies key skills for students. The material on network simplex algorithm and dynamic programming is moved to the Student CD, giving you the flexibility to focus on solution methodology using algorithms in the detail appropriate for your course.
- Expanded coverage of linear programming applications is now extended to two chapters (Chs. 4, 5) to provide additional clarification with applications from the functional areas of Marketing, Finance, and Operations Management. Specific new coverage addresses portfolio models, revenue management, DEA, and game theory.
- Numerous new problems—always a strength of accuracy and excellence within this authoritative text—provide a wealth of current practice opportunity for students to apply techniques manually and using leading computer software applications, such as LINGO 10, Excel add-ins and The Management Scientist.
- Trusted team of expert authors who are respected leaders and active consultants in the fields of business and statistics, provide unerring accuracy throughout the text presentation, problems, and test bank.
- Proven problem-scenario approach—a hallmark feature of this text—introduces each quantitative technique within an application setting. Students must apply the technique to a problem to generate a business solution or recommendation.
- Powerful actual examples offers even more real data that emphasizes application as well as solid management science and quantitative methodology.

CONTENTS:

1. Introduction.
2. An Introduction to Linear Programming.
3. Linear Programming: Sensitivity Analysis and Interpretation of Solution.
4. Linear Programming Applications in Marketing, Finance, and Operations Management.
5. Advanced Linear Programming Applications.
6. Distribution and Network Models.
7. Integer Programming.
8. Nonlinear Optimization Models.
9. Project Scheduling: PERT/CPM.
10. Inventory Models.
11. Waiting Line Models.
12. Simulation.
13. Decision Analysis.
14. Multicriteria Decisions.
15. Forecasting.
16. Markov Processes.
- On the Student CD: 17. Linear Programming: Simplex Method.
18. Simplex-Based Sensitivity Analysis and Duality.
19. Solution Procedures for Transportation and Assignment Problems.
20. Minimal Spanning Tree Algorithm.
21. Dynamic Programming.

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New Edition!

IE

MANAGEMENT SCIENCE MODELING, 4E (With Printed Access Card)

S. Christian Albright, Indiana University, School of Business;; Wayne L. Winston, Indiana University

Easy to understand and to the point, MANAGEMENT SCIENCE MODELING, 4th Edition, International Edition uses an active-learning approach and realistic problems to help you understand and take advantage of the power of spreadsheet modeling. With real examples and problems drawn from finance, marketing, and operations research, you will easily come to see how management science applies to your chosen profession and how you can use it on the job. The authors emphasize modeling over algebraic formulations and memorization of particular models. The essentials resource website, whose access is available with every new book, includes links to the following add-ins: the Palisade Decision Tools Suite (@RISK, StatTools, PrecisionTree, TopRank, RISKOptimizer, NeuralTools, and Evolver); and SolverTable, which allows you to do sensitivity analysis. All of these add-ins have been revised for Excel 2010.

NEW TO THIS EDITION:

- All Excel applications, problems, and screen shots are updated to reflect Excel 2010.
- Optimization chapters discuss in detail the new Solver enhancements.
- Old chapters 9 (Multiobjective Decision Making) and 15 (Project Management) are now offered online, and the balance of chapters have been renumbered accordingly.
- In the first optimization chapter, Chapter 3, the authors replaced the introductory two-variable diet model with a simpler two-variable product mix model. Then they follow it up with a larger version of the same basic product mix model.
- In the regression and forecasting chapter, now numbered Chapter 14, the authors discontinued the use of the Analysis Toolpak and jumped directly into the Palisade StatTools add-in.

FEATURES:

- Modeling skills are emphasized through the use of Microsoft® Excel and are incorporated throughout the text. The use of spreadsheets allows students of varying mathematical backgrounds to build skills as they work through sophisticated problems.
- Professional add-ins provides students with the most up-to-date tools for solving problems. Now included are Palisade Decision Tools Suite (@RISK, StatTools, PrecisionTree, TopRank, RISKOptimizer, NeuralTools, and Evolver) and SolverTable, which allows users to do sensitivity analysis.
- Interdisciplinary examples and problems from finance, marketing, and operations research—covering topics such as portfolio selection, options, pricing models, and many others—keep student interest at a high level throughout the course.

CONTENTS:

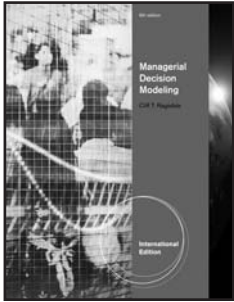
1. Introduction to Modeling.
2. Introduction to Spreadsheet Modeling.
3. Introduction to Optimization Modeling.
4. Linear Programming Models.
5. Network Models.
6. Optimization Models with Integer Variables.
7. Nonlinear Optimization Models.
8. Evolutionary Solver: An Alternative Optimization Procedure.
9. Decision Making Under Uncertainty.
10. Introduction to Simulation Modeling.
11. Simulation Models.
12. Inventory Models.
13. Queueing Models.
14. Regression and Forecasting Models.
15. Project Management (Online only).
16. Multiobjective Decision Making (Online only).

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CONTENTS:

1. Introduction to Modeling and Decision Analysis.
2. Introduction to Optimization and Linear Programming.
3. Modeling and Solving LP Problems in a Spreadsheet.
4. Sensitivity Analysis and the Simplex Method.
5. Network Modeling.
6. Integer Linear Programming.
7. Goal Programming and Multiple Objective Optimization.
8. Nonlinear Programming & Evolutionary Optimization.
9. Regression Analysis.
10. Discriminant Analysis.
11. Time Series Forecasting.
12. Introduction to Simulation using Risk Solver Platform.
13. Queueing Theory.
14. Decision Analysis.
15. Project Management (online).

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New Edition!

IE

MANAGERIAL DECISION MODELING, 6E
(with Printed Access Card)

Cliff Ragsdale, Virginia Polytechnic Institute and State University

This version of MANAGERIAL DECISION MODELING, 6e, International Edition has been updated for use with Microsoft® Office Excel® 2010. It provides succinct instruction in the most commonly used management science techniques and shows how these tools can be implemented using the most current version of Excel® for Windows. This text also focuses on developing both algebraic and spreadsheet modeling skills.

NEW TO THIS EDITION:

- Risk Solver Platform replaces Crystal Ball in the sixth edition. Risk Solver Platform includes all of the capabilities of Risk Solver for risk analysis and Monte Carlo simulation, all of the capabilities of Premium solver Platform for optimization, and new capabilities for finding robust optimal decisions using simulation, optimization, stochastic programming, and robust optimization methods. An access code is packaged with each new copy of the book that gives students access to Premium online content, including instructions for downloading the Risk Solver Platform software and data sets for many problems.
- The chapter on Project Management has been updated for Microsoft Project 2010 and moved online. The Microsoft Project software will no longer be packaged with the book.
- Updated content reflects Microsoft® Office Excel® 2010 coverage, providing your students with the most current information for dealing with key management science decision making.

FEATURES:

- Algebraic formulations and spreadsheets are used side-by-side to help develop conceptual thinking skills.
- Step-by-step instructions and numerous annotated screenshots make examples easy to follow and understand.
- Emphasis is placed on model formulation and interpretation rather than on algorithms.

VBA FOR MODELERS, 3E
DEVELOPING DECISION SUPPORT SYSTEMS WITH
MICROSOFT® OFFICE® EXCEL

IE

S. Christian Albright, Indiana University, School of Business

VBA FOR MODELERS, 3e, International Edition helps students gain valuable experience in automating simple but repetitive spreadsheet tasks, as well as developing decision support systems for complex management science models.

NEW TO THIS EDITION:

- This edition incorporates code changes that reflect changes from Excel® 2003 to Excel® 2007.
- This edition contains more material on automating Solver, @RISK, and SolverTable with VBA.
- This edition includes minor code changes to make heavier use of object variables and for improved code readability.

FEATURES:

- VBA FOR MODELERS, 3e, International Edition effectively illustrates the power of VBA when coupled with management science models.
- VBA FOR MODELERS, 3e, International Edition lets students begin with simple macros for automating common spreadsheet tasks and then progress to complete decision support systems.
- VBA FOR MODELERS, 3e, International Edition can be used as a stand-alone text or as an ideal companion book to any quantitative methods, management science, or operations research text.

CONTENTS:

- Part I: VBA FUNDAMENTALS. 1. Introduction to VBA Development in Excel. 2. The Excel Object Model. 3. The Visual Basic Editor. 4. Recording Macros. 5. Getting Started With VBA. 6. Working with Ranges. 7. Control Logic and Loops. 8. Working with Other Excel Objects. 9. Arrays. 10. More on Variables and Subroutines. 11. User Forms. 12. Error Handling. 13. Working with Files and Folders. 14. Importing Data into Excel from a Database. 15. Working with Pivot Tables. 16. Working with Menus and Toolbars. 17. Automating Solver and Other Add-Ins. Part II: VBA MANAGEMENT SCIENCE APPLICATIONS. 18. Basic Ideas for Application Development with VBA. 19. A Blending Application. 20. A Product Mix Application. 21. An Employee-Scheduling Application. 22. A Production-Planning Application. 23. A Logistics Application. 24. A Stock-Trading Simulation Application. 25. A Capital-Budgeting Application. 26. A Regression Application. 27. An Exponential Utility Application. 28. A Queueing Simulation Application. 29. An Option-Pricing Application. 30. An Application for Finding Betas of Stocks. 31. A Portfolio Optimization Application. 32. A Data Envelopment Analysis Application. 33. An AHP Application for Choosing a Job. 34. A Poker Simulation Application.

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OPERATIONS MANAGEMENT

OM, 3E

(with Review Cards and Decision Sciences & Operations Management CourseMate)

David Alan Collier, Florida Gulf Coast University; James R. Evans, University of Cincinnati

Created through a “student-tested, faculty-approved” review process with input from more than 150 students and faculty, OM3 provides a streamlined introduction to the core concepts, techniques, and applications of contemporary operations management. The engaging and accessible text combines balanced coverage of manufacturing and service operations with a full suite of proven learning tools in a convenient and affordable package. Perfect for today’s diverse learners, OM3 includes integrated student resources such as flashcards, cases, datasets, games and quizzes, as well as tools to make course management easier, including a robust Instructor’s Manual, ExamView application, videos, and solutions. In addition to covering essential principles of operations management, OM3 contains updated examples featuring companies your students will know from the news, making the material both timely and personally relevant while exploring the real-world applications of key concepts. This edition also includes expanded coverage of sustainability and “green” practices throughout the book. Five additional chapters are available on the website for instructors who want to go further into the quantitative aspects of operations management.

FEATURES:

- OM3 has new, expanded coverage of sustainability and “green” practices in every chapter—both what companies are doing and the impact of these activities on the organization as well as the environment.
- OM3 includes new and updated examples of operations in real companies that students will recognize from the news, providing timely and relevant examples to help illustrate the real-world applications and impact of key operations management concepts.
- An innovative, integrated package including both print and online content makes it easy to address the needs of today’s diverse learners via the core text and a wealth of multimedia teaching and learning assets, all developed with detailed input from more than 150 faculty and students.
- A streamlined structure, brief but comprehensive chapters and a modern design make the text more engaging and accessible without minimizing coverage for your course. Five supplementary chapters are available on the website for instructors who want to go further into the quantitative aspects of operations management.
- Chapter In Review Cards at the back of the Student Editions provide a useful, portable study tool, while Instructor Prep Cards for each chapter in the Instructor’s Edition make preparation simple.
- A full suite of unique learning tools that appeal to different learning styles is available to students with the purchase of a new book. Quizzes, videos, and more are only a click away. Key discussion exercises are at the end of each chapter, with additional material available on the book’s website.

CONTENTS:

1. Good, Services, and Operations Management. 2. Value Chains. 3. Measuring Performance in Operations. 4. Operations Strategy. 5. Technology and Operations Management. 6. Goods and Service Design. 7. Process Selection, Design, and Analysis. 8. Facility and Work Design. 9. Supply Chain Design. 10. Capacity Management. 11. Forecasting and Demand Planning. 12. Managing Inventories.

13. Resource Management. 14. Operations Scheduling and Sequencing. 15. Quality Management. 16. Quality Control and SPC. 17. Lean Operating Systems. 18. Project Management. Supplementary Chapters. A: Work Measurement, Learning Curves, and Standards. B: Queuing Analysis. C: Modeling Using Linear Programming. D: Simulation. E: Decision Analysis.

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OPERATIONS AND SUPPLY CHAIN MANAGEMENT **IE**

World Class Theory and Practice, (with Printed Access Card)

Ken Boyer, Michigan State University; Rohit Verma, Cornell University

Boyer’s breakthrough text meets today’s student and instructor’s needs and redefines the marketplace. He understands the importance of striking a balance by creating a book that does an even better job at covering the core concepts while also providing customers with a new product that fully addresses and approaches this course area from today’s teaching and learning perspectives and actual business practices. The three unifying themes throughout the book are Strategy, Global Supply Chain, and Service Operations. Strategy will serve as an overarching framework and will be used in each chapter to present students with an alternative approach to specific challenges. Boyes uses examples from non-US companies and/or organizations in each chapter to incorporate Service Operations in the book. He shows that even some of the largest manufacturing companies today have extensive service activities such as customer support and product development. The Global Supply Chain theme will allow students to see how products move through different companies and countries with Boyes’ use of real world examples throughout his text. Students will benefit from the robust supplements package and Boyes’ motivation to use technology as a primary ingredient in his text.

FEATURES:

- Three unifying themes throughout the book: Strategy, Global Supply Chain, and Service Operations.
- Every chapter will include at least one example from a non-U.S. company or organization.
- Integrated, on-demand, user friendly CMS, web, and grading system materials.

CONTENTS:

1: Operations and Supply Chain Strategy. 2: Quality Management. 3: New Product Development. 4: Process Design and Analysis. 5: Forecasting. 6: Independent Demand Inventory. 7: Dependent Demand Inventory. 8: Project Management. 9: Optimization and Simulation Modeling. 10: Capacity Planning. 11: Quality Improvement Methods. 12: Lean Enterprise. 13: Technology and Integrated Supply Management. 14: Global Supply Chain and Service Integration.

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OPERATIONS MANAGEMENT, 2E **IE**

An Integrated Goods and Services Approach

David Alan Collier, Ohio State University; James R. Evans, University of Cincinnati

This exciting new textbook provides exceptional coverage of the essential topics taught in a modern operations management course. Its highly current coverage includes contemporary and relevant service theory and applications. Appropriate manufacturing applications and theory are included where relevant.

The book's modern/strategic approach addresses OM from a cross-functional perspective, which views operations as linked to all other functional areas of an organization, such as marketing and finance. The strategic approach takes into consideration the integration of technology and how it changes the way a firm operates.

Recognition of this current trend is the main differentiating factor for this Collier/Evans text. The book provides equal coverage of manufacturing and services theory and applications, while placing an emphasis on the integration of the value chain.

FEATURES:

- OM Spotlight Vignettes illustrate how OM principles are used in real, successful organizations.
- Three levels of problems (from simple to complex) allow the instructor to match assignments to course level and student abilities.
- Solved Problems in the end-of-chapter activities facilitate problem assignments for students and instructors.
- Outstanding end-of-chapter cases motivate students and illustrate practical uses of techniques introduced in the chapter.
- Many review and discussion questions give the instructor the opportunity to incorporate writing assignments in the course.
- Problems that integrate Microsoft® Excel and commercial add-in software (Crystal Ball™ Pro) provide job-related experience for the student.
- International examples broaden the student experience as well as show the overall value of OM principles.

CONTENTS:

PART I. Understanding Operations. 1. Goods, Services, and Operations Management. 2. Value Chains. 3. Measuring Performance in Operations. 4. Operations Strategy. PART II. Designing Operating Systems. 5. Technology and Operations Management. 6. Goods and Services Design. 7. Process Selection, Design, and Analysis. 8. Facility and Work Design. 9. Designing the Supply and Value Chain. PART III. Managing Operations. 10. Capacity Management. 11. Forecasting and Demand Planning. 12. Managing Inventories. 13. Resource Management. 14. Operational Scheduling and Sequencing. 15. Quality Management. 16. Quality Control and Statistical Process Control. 17. Lean Operating Systems. 18. Project Management. PART IV. Supplemental Chapters (on CD). SC A. Work Measurement, Learning Curves, & Standards. SC B. Queuing. SC C. Modeling Using Linear Programming. SC D. Simulation. SC E. Decision Analysis.

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OPERATIONS STRATEGY

Donald Waters, Consultant and Lecturer

This brand new book takes a broad view, covering the key areas of operations strategy in all types of organisation. Its main area of coverage is devoted to operations strategy for those businesses competing in the services sector. It also includes relevant coverage of the increased nature of operations in a global context. Waters approach takes the view that operations strategy gives the long-term direction for all aspects of operations management. In particular, it forms the link between broader organisational strategies and the more detailed operations; it builds the context in which other operations are performed. By taking this approach the book encourages discussion and exploration of different views.

NEW TO THIS EDITION:

- Ideal for those seeking a text that will provide a strategic overview of Operations.
- Provides critical coverage of alternative views and strategies, allowing the student to reach their own judgment.
- Contains coverage of how Operations fit in business strategy and the general business environment, designing & applying operations strategies and anticipating change.
- Accompanied by a comprehensive website that includes: PowerPoint Slides, Instructors Manual, Answers to Case Problems, Workable Spreadsheet Examples, Additional Cases, and links to relevant websites.

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PRINCIPLES OF OPERATIONS MANAGEMENT WITH STUDENT CD-ROM, **IE**

Amitabh Raturi, University of Cincinnati; James Evans, University of Cincinnati

Raturi's Principles of Operations Management is an abbreviated operations management text aimed specifically at the 4 to 10 week long MBA-level OM course.

FEATURES:

- Very Accessible Format: This text includes chapter introduction with concepts clearly identified, OM Principle boxes that provide reviews of material just covered, and bulleted chapter summaries that will help students handle what is often considered difficult material.
- Quantitative materials receive full coverage and practice problems on the CD-Rom. If an instructor wishes to include the mathematical materials, they are readily available. However no text space is used for materials that are often not included in an abbreviated course.
- End-of-chapter Materials: These exercises include extensive review and discussion questions as well as several internet projects. These will be very useful for student review as well as in-class or online activities.
- Experience OM Activity: Found at the end of each chapter, these experiential activities provide team-based learning in- or outside of the classroom.

CONTENTS:

1. The Language of Operations Management. 2. Operations Strategy and Performance Measurement. 3. Product and Service Design and Development. 4. Process Design and Improvement. 5. Capacity and Facilities Planning. 6. Quality. 7. Scheduling. 8. Supply Chain Management. 9. Project Management. 10. Emerging Issues In Operations Management.

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PROCESS MANAGEMENT

PROCESS MANAGEMENT Creating Value in the Supply Chain

Joel D. Wisner, University of Nevada-Las Vegas; Linda L. Stanley, Arizona State University West

Master the tools and techniques for process design and management as this text offers the value of three books in one concise solution--PROCESS MANAGEMENT: CREATIVE VALUE ALONG THE SUPPLY CHAIN. This text balances coverage of Process Management, Operations Management (OM), and Supply Chain Management (SCM) as students examine both strategic and operational issues. The eight well-known processes form the foundation for the book with an appropriate blend of process, service application, and theory management.

FEATURES:

- Chapter Opening Vignettes as well as additional vignettes within each chapter highlight three well-known companies to demonstrate how chapter content applies to actual organizations in today's business world. These intriguing cases show how following the chapter's concepts produced positive results for these companies.
- Opening Quotes related directly to the chapter's topic introduce students to the importance of the chapter content with unique impact.
- Learning Objectives overview each chapter's topics and highlight the goals of each chapter to help guide student instruction.
- Process Management in Action brief cases present actual examples and applications of one of the chapter topics to real companies in business today.
- Global Perspectives highlight globalization, which is essential to successfully conducting business today, and detail the implications and opportunities globalization presents. Examples demonstrate how actual companies are taking advantage of today's global economy to grow their business.
- eBusiness Connection one-page features highlight examples of how specific companies use the Internet to expand, re-define or improve an aspect of their businesses. Examples demonstrate not only how the chapter content relates to the Internet, but also the Internet and related technologies can impact business potential.
- Service Perspective features highlight the service sector, a growing area of importance in business today, with examples from actual service organizations that show how to successfully apply the chapter's concepts.
- End-of-Chapter Summaries overview the chapter topics and provide an excellent tool for students who are reviewing for a test or exam.

CONTENTS:

Part One: CREATING CUSTOMER-DRIVEN PROCESS STRATEGIES. 1. Introduction to Process Management. 2. New Product Development--Creating Order Winners. 3. Customer Relationship Management. 4. Customer Service Management. Part Two: MANUFACTURING AND SERVICE FLOW ISSUES. 5. Forecasting and Demand Management. 6. Inventory Management. 7. Managing Material Flows. 8. Managing Customer and Work Flows. 9. Managing Information Flows: ERP and BPM. Part Three: LEAN PRODUCTION SYSTEMS. 10. Operating with Lean Production. 11. Logistics and Order Fulfillment. 12. Supply Management and SRM. Part Four: QUALITY ISSUES AND PROCESS PERFORMANCE. 13. Managing and Controlling Quality for Continuous Improvement. 14. Six Sigma--Taking Quality Improvement to the Next Level. 15. Returns Management. Part Five: LOOKING TO THE FUTURE. 16. Integrating Supply Chain Processes and Future Trends in Process Management. Part Six: PROCESS MANAGEMENT CASES.

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PROJECT MANAGEMENT

New Edition!

CENGAGE
Learning

IE

PROJECT MANAGEMENT CONTEMPORARY APPROACH, 2E (with Microsoft® Project CD-ROM and Printed Access Card)

John S. Kloppenborg, Xavier University

Teach student to master the most proven methods in project management as well as exciting new techniques emerging from current industry and today's most recent research with Kloppenborg's CONTEMPORARY PROJECT MANAGEMENT, 2E. This edition introduces manual techniques perfected during the past 50 years and progressive automated techniques, all consistent with the latest PMBOK® Guide and integrated with Microsoft® Project 2010. The book's focused approach is ideal for project management courses in both upper-level undergraduate and MBA-level programs.

NEW TO THIS EDITION:

- All references correspond to the most recent fourth edition of PMBOK®--from new titles and refined definitions for existing processes to new processes and approaches. For easy reference, each chapter begins by clearly identifying the chapter's PMBOK® topics. End-of-chapter PMBOK®-type questions are similar to those used on the PMP and CAPM exams to prepare students effectively.
- New discussion of Microsoft® Project 2010 that is fully integrated into nine chapters demonstrates how to automate the techniques addressed in each chapter.
- This edition profiles a consistent project throughout the book, giving students consistent real-world practice. The integrated project familiarizes students with many PMBOK®-defined project deliverables such as a stakeholder matrix, communications matrix, and scope statement.

FEATURES:

- Numerous new examples throughout this edition reflect the latest business developments.
- New, expanded coverage of the project life cycle better prepares students to successfully manage all phases of a project.
- New emphasis on human strengths gives students a better understanding of how to maximize individuals' unique abilities.
- Student-oriented, measurable learning objectives guide learning.
- Approach fully integrated with Microsoft® Project 2010 equips students to manage manually or using automation.
- Actual projects serve as useful learning vehicles.
- Students gain a solid understanding of executive, managerial, and associate roles in management and business.

CONTENTS:

PART I: ORGANIZING AND INITIATING PROJECTS. 1. Introduction to Project Management. 2. Project Selection and Prioritization. 3. Organizational Capability: Structure, Culture, and Roles. 4. Chartering Projects. PART II: PLANNING PROJECTS. 5. Stakeholder Analysis and Communication Planning. 6. Defining Scope and Creating Work Breakdown Structures (WBS). 7. Scheduling Projects. 8. Resourcing Projects. 9. Budgeting Projects. 10. Project Risk Planning. 11. Project Quality Planning and Project Kickoff. PART III: PERFORMING PROJECTS. 12. Project Supply Chain Management. 13. Performing Projects. 14. Monitoring and Controlling Projects. 15. Finishing Projects.

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New Edition!

IE

EFFECTIVE PROJECT MANAGEMENT, 5E
(with Microsoft® Project CD-ROM)

Jack Gido, Pennsylvania State University; James Clements, Towson University

Clements/Gido's best-selling EFFECTIVE PROJECT MANAGEMENT, 5th Edition, International Edition presents everything students need to know to work successfully in today's exciting project management environment, from how to organize and manage effective project teams, to planning, scheduling and cost management. Revised chapters now closely align with the PMBOK (Project Management Body of Knowledge) framework to ensure readers are mastering today's best management practices. Coverage of the latest business developments and challenges introduce issues, such as project constraints, the project charter, and how projects relate to an organization's strategic plan.

NEW TO THIS EDITION:

- All chapters within this edition are rearranged and restructured to align with the PMBOK (Project Management Body of Knowledge) framework and approach.
- New discussions within this edition explore risk management, project constraints, stakeholder issues, the project charter, and how projects relate to an organization's strategic plan.
- Fun and engaging cases throughout this edition place project management skills into practical context and prompt meaningful analysis and discussion among your students.
- A wide variety of proven and contemporary learning tools and opportunities for practice at the end of chapter.
- Students receive a trial version of the latest best-selling project management software — Microsoft® Project 2010 — with each new text.
- New CourseMate online learning and study tools bring project management concepts to life. This interactive learning, study, and exam preparation website adds another dimension to the dynamic content of this edition.

FEATURES:

- Comprehensive Content Addresses Everything Students Need To Know To Work Successfully In Today's Project Environment.
- "Learning Outcomes" And "Critical Success Factor" Boxes Highlight The Key Points Of Each Chapter.
- Proven End-Of-Chapter Materials Enable Students To Apply Chapter Concepts In Writing And Online.
- "Reinforce Your Learning" Questions Test Students' Comprehension Of Concepts.

CONTENTS:

1. Project Management Concepts. Part I: INITIATING A PROJECT. 2. Identifying and Selecting Projects. 3. Developing Project Proposals. Part II: PLANNING, PERFORMING, AND CONTROLLING THE PROJECT. 4. Defining Scope, Quality, Responsibility, and Activity Sequence. 5. Developing the Schedule. 6. Resource Utilization. 7. Determining Costs, Budget and Earned Value. 8. Managing Risk. 9. Closing the Project. Part III: PEOPLE: THE KEY TO PROJECT SUCCESS. 10. The Project Manager. 11. The Project Team. 12. Project Communication and Documentation. 13. Project Management Organizational Structures.

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INTERNATIONAL PROJECT MANAGEMENT

Owen Murphy, UCLA

The stakes are high in international ventures. Success can be lucrative, but only if formidable obstacles are overcome and unexpected expenses are reined in. Taking a unique approach to international project management, International Project Management is a cutting-edge new book that introduces financial control systems to help manage cost and schedule. By skillfully applying these systems, managers uncover potential problems before they become roadblocks, enabling them to make the necessary adjustments to maintain the company's cost and schedule commitments.

FEATURES:

- Internationally Experienced: Many skills required for international projects are the same as those needed in the domestic environment. But the challenge is how to successfully apply them in an international setting.
- Well-seasoned in directing all phases of international project activities, Murphy draws from years of personal experience to demonstrate how to effectively apply those skills in the overseas cultural, business, and legal environments.
- Practical Application: Reflecting Murphy's well-versed international Project Management background, the book is packed with practical advice and tips to help readers successfully manage international endeavors.
- Comprehensive Coverage: Murphy provides insights into tapping into existing resources, both government and private, to find contacts; Recognizing and controlling risks (financial, cultural and operational); and managing in-country activities like housing, transportation, incentives, representatives and subcontractors; and much more.

CONTENTS:

Overview. 1. Introduction. I. Getting started. 2. International projects, pros and cons. 3. Available resources, taking stock. 4. Developing a game plan. II. Defining the project. 5. Organizing and staffing. 6. Financial controls. 7. Managing the risks. III. Executing the project in-country. 8. Subcontracts and offset requirements. 9. How to conduct trade-off studies. 10. Predicting problems through financial controls. 11. Dealing with a diversity. 12. Evaluation and sell-off. Appendices. Suggested reading. Glossary of terms.

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PROJECT MANAGEMENT, 2E

Roel Grit

Project Management is primarily intended to provide students with a practical guide to project management. In contrast to books that offer only the theoretical aspects of the subject, Project Management coaches students in how to put project management to practical use. By providing a set of applied techniques and practical insights, the book introduces students to a structured approach to project management: how to select projects, initiate them, and operate and control them. To enhance the book's hands-on approach to project management, it contains a wide range of exercises and assignments. Further assignments and checklists can be found in the appendices and on the book's website.

Project Management is also eminently suited for use in business courses and in the professional market. Some Dutch companies have adopted the tools described in the second part of the book as their company standard, notably the Project Plan (Chapter 5). The book is an alternative to the Prince II project management method.

FEATURES:

- The book is compact (at 180 pages) and to the point: it contains all the practical information, tools and skills needed to run a project, and nothing else.
- The book can be used in various ways. It can be used as the main textbook for a course or it can be used to complement a theoretical textbook.
- The book offers standard models for doing project management in practice (such as a standard project plan) because of its standardized approach, it is easy for the tutor (or coach or trainer) to check the quality of the projects that students (or employees) carry out.
- The book contains a number of detailed examples that were thoroughly tested by the author himself as well as by his students.

CONTENTS:

Part 1 - Theory 1. Projects 2. People working on a project 3. The life cycle of a project 4. How to plan activities Part 2 - A manual for working on projects 6. How to write a project plan 7. How to arrange a meeting 8. How to conduct an interview 9. How to write a letter 10. How to write a report 11. How to do a presentation 12. How to write a management summary 13. Making an offer

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QUALITY MANAGEMENT

AN INTRODUCTION TO SIX SIGMA AND PROCESS IMPROVEMENT **IE**

James R. Evans, University of Cincinnati; William M. Lindsay, Northern Kentucky University

Six Sigma has taken the corporate world by storm and represents the thrust of numerous efforts in manufacturing and service organizations to improve products, services, and processes. Although Six Sigma brings a new direction to quality and productivity improvement, its underlying tools and philosophy are grounded in the fundamental principles of total quality and continuous improvement that have been used for many decades. Nevertheless, Six Sigma has brought a renewed interest in quality and improvement that few can argue with, and has kept alive the principles of total quality developed in the latter part of the 20th Century.

FEATURES:

- CASE STUDY PER CHAPTER: Each chapter has a unique case study that illustrates the application of one or more key principles or techniques studied in the chapter to real organizations, a set of review and discussion questions designed to help students check their understanding of key concepts and think originally about critical issues.
- THINGS TO DO: "Things to Do" provide interesting experiential or field investigation activities for students, and as relevant, problems to apply various tools and techniques.
- STUDENT CD-ROM: The CD-ROM that is packaged with new copies of the text contains Microsoft Excel templates for various tools used in the book, and data sets for problems and exercises.
- LOGICAL SEQUENCE: The ten chapters of the book are divided logically into four parts: principles of Six Sigma, Six Sigma DMAIC methodology, design for Six Sigma, and Six Sigma implementation.
- SIX SIGMA DMAIC: Because of the close relationship of the Six Sigma DMAIC process to projects and project management, curriculum developers or trainers may wish to combine the content areas of Six Sigma with introductory or advanced concepts of project management in the same course.

CONTENTS:

1. The Foundations of Six Sigma: Principles of Quality Management. 2. Principles of Six Sigma. 3. Project Organization, Selection, and Definition. 4. Process Measurement. 5. Process Analysis. 6. Process Improvement. 7. Process Control. 8. Design for Six Sigma--Concept and Design Development. 9. Design for Six Sigma--Optimization and Verification. 10. Implementing Six Sigma.

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New Edition!

IE

QUALITY MANAGEMENT, ORGANIZATION, AND STRATEGY, 6E

James R. Evans, University of Cincinnati

Delivering cutting-edge coverage that includes the latest thinking and practices from the field, Quality Management, Organization, and Strategy, International Edition, 6e presents the basic principles and tools associated with quality and performance excellence using relevant, real-world illustrations and examples. The text thoroughly illustrates how these basic principles and methods have been put into effect in a variety of organizations. It also illustrates the relationship between basic principles and the popular theories and models studied in management courses. Excellent case studies focus on large and small companies in manufacturing and service industries in North and South America, Europe, and Asia-Pacific.

NEW TO THIS EDITION:

- Using real-world examples to illustrate text concepts, each chapter now begins with a “Performance Excellence Profile” highlighting a recent Baldrige recipient whose practices have particular relevance to the chapter material.
- Numerous new boxed examples and cases have been added throughout, illustrating key ideas and themes as well as giving students hands-on opportunities to sharpen their critical-thinking skills.
- Chapter 9 now takes a broader perspective of employee engagement than in previous editions.

FEATURES:

- Considerable flexibility is built into the book. After chapters 1 and 2, all other chapters can be sequenced in almost any order.
- Unlike most books on quality, this book is organized according to traditional management topics. This student-friendly organization helps readers see the parallels between quality principles and management theories in areas such as organizational design and leadership.
- Part II introduces the importance of quality and performance excellence from a strategic perspective, the idea of customer-supplier relationships, and the role of organizational design. Part III, Performance Excellence and Organizational Behavior, discusses the themes of teamwork and empowerment as well as relates quality to the topics of groups and motivation. Part IV deals with practices for making performance excellence a part of today’s organizations, focusing on leadership and the journey to performance excellence.

CONTENTS:

PART I FOUNDATIONS OF QUALITY AND PERFORMANCE EXCELLENCE. 1. Introduction to Quality and Performance Excellence. 2. Frameworks for Quality and Performance Excellence. 3. Tools and Techniques for Quality Design and Control. 4. Tools and Techniques for Quality Improvement. PART II PERFORMANCE EXCELLENCE, STRATEGY, AND ORGANIZATION THEORY.

5. Competitive Advantage and Strategic Management for Performance Excellence. 6. Quality in Customer-Supplier Relationships. 7. Designing Organizations for Performance Excellence. PART III: PERFORMANCE EXCELLENCE AND ORGANIZATIONAL BEHAVIOR. 8. Quality Teamwork. 9. Engagement, Empowerment, and Motivation. PART IV LEADERSHIP AND ORGANIZATIONAL CHANGE. 10. Leadership for Performance Excellence. 11. Performance Excellence and Organizational Change.

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New Edition!

IE

THE MANAGEMENT AND CONTROL OF QUALITY, 8E

James R. Evans, University of Cincinnati; William M. Lindsay, Northern Kentucky University

Prepare for success in quality management today with this leading text that focuses on the fundamental principles of total quality and emphasizes high-performance management practices, such as those reflected in the Baldrige Criteria. These authors are experienced leaders in the fields of performance management and quality. Look no further for the definitive resource for coverage of ISO 9000 certification, Six Sigma, and the U.S. Malcolm Baldrige National Quality Award standards. A wealth of current examples from leading organizations throughout the world reflects quality as they emphasize the practical aspects of the book’s managerial focus and pertinent technical topics. You can efficiently prepare to become an ASQ Certified Quality Manager, as this edition covers most of the Body of Knowledge required for ASQ certification. It’s everything you need, now and throughout your career, to ensure quality management success.

NEW TO THIS EDITION:

- The authors have consolidated topics in process management, process improvement tools, and quality in product design into new chapters. They have expanded the strategic focus on performance excellence into a separate chapter, and have integrated leadership with building and sustaining high-performance organizations.
- All chapters have been updated to provide the most current coverage available. New topics in this edition include strategic leadership, core competencies and strategic work systems design, customer engagement, workforce engagement, workforce capability and capacity, the life cycle of quality initiatives, lean tools and lean Six Sigma, and design for excellence.
- The authors have also developed new and interesting Quality Profiles and Quality in Practice cases and a wide variety of examples from organizations around the world. These profiles and QIP cases emphasize the importance of quality in the global economy. They have also added new cases and revised many end-of-chapter problems from the previous edition.
- “Bonus Materials” are available on the student Premium website and include additional cases, summaries of key points and terminology, supplementary

topics, and additional cases and Quality in Practice features.

FEATURES:

- Contrasts and comparisons of Baldrige, ISO 9000, and Six Sigma in the managerial chapters of the book.
- Student-friendly layout highlighting important concepts.
- “Bonus Materials” are available on the student premium Web site and include additional cases, summaries of key points and terminology, supplementary topics, and additional cases and Quality in Practice features.
- Text coverage of most of the body of knowledge (BOK) required for ASQ certification as a Certified Quality Manager.

CONTENTS:

Part I. THE QUALITY SYSTEM. 1. Introduction to Quality. 2. Total Quality in Organizations. 3. Philosophies and Frameworks. Part II. THE MANAGEMENT SYSTEM. 4. Strategic Focus for Performance Excellence. 5. Focusing on Customers. 6. High-Performance Workforce Management. 7. Process Management. 8. Performance Measurement and Information Management. 9. Leading, Building, and Sustaining Performance Excellence in Organizations. Part II. SIX SIGMA AND THE TECHNICAL SYSTEM. 10. Statistical Thinking and Applications. 11. Six Sigma and Process Improvement. 12. Design for Quality and Product Excellence. 13. Statistical Process Control.

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QUANTITATIVE METHODS

QUANTITATIVE METHODS FOR BUSINESS, 11E

(with Student CD-ROM)

David R. Anderson, *University of Cincinnati*; Dennis J. Sweeney, *University of Cincinnati*; Thomas A. Williams, *Rochester Institute of Technology*

This revision of QUANTITATIVE METHODS FOR BUSINESS provides students with a conceptual understanding of the role that quantitative methods play in the decision-making process. This text describes the many quantitative methods that have been developed over the years, explains how they work, and shows how the decision-maker can apply and interpret data. Written with the non-mathematician in mind, this text is applications-oriented. Its “Problem-Scenario Approach” motivates and helps students understand and apply mathematical concepts and techniques. In addition, the managerial orientation motivates students by using examples that illustrate situations in which quantitative methods are useful in decision making.

NEW TO THIS EDITION:

- Game Theory added to Chapter 5 - This introduction to game theory covers two-person zero-sum games, pure, dominated and mixed strategies. Chapter 5 is now titled, Utility and Game Theory.
- New and Revised Appendixes: Two new appendixes are included, Using Crystal Ball Predictor for forecasting (Chapter 6) and Matrix inversion using Excel (Chapter 16). All appendixes are updated to latest version of the software; Excel appendixes updated to Excel 2003.
- Ten new QM in Action boxed features were added including new applications from General Electric, the Edmonton Folk Festival, and Bayer Pharmaceuticals. These features describe how the quantitative methods in the chapter have been used in practice.
- Case Problems: Five new case problems have been added to this edition. New case problems were added to the introduction in Chapter 1, linear programming in Chapters 7 and 9, transportation in Chapter 10, and markov

Process in Chapter 16.

- New Problems: Over 40 new end-of-chapter problems are included in this edition.
- Student CD-ROM: A Student CD-ROM is included free with new copies of this edition. Included on the CD are Excel worksheets for all text examples and Excel templates for all inventory and waiting line models; The Management Scientist v. 6.0 (with manual), a time-limited version of Crystal Ball Pro, an Educational version of Premium Solver for Excel, and TreePlan Excel add-in (with manual).
- Prepared by the text authors, The Management Scientist v. 6.0, with user-friendly features (and its manual) will be packaged for free with new copies of this edition.

FEATURES:

- Problem-Scenario Approach: A hallmark feature of this text, the “Problem-Scenario Approach” motivates and helps students understand and apply mathematical concepts and techniques. The authors describe a problem in conjunction with the management science technique being introduced. Students must apply the technique to the problem to generate a solution or recommendation.
- Annotations: Annotations that highlight key points and provide additional insights for the student are a continuing feature of this edition. These annotations, which appear in the margins, are designed to provide emphasis and enhance understanding of the terms and concepts being presented in the text.
- Notes & Comments: At the end of many sections, “Notes & Comments” give additional insights about the statistical methodology and its application. These include warnings about or limitations of the methodology, recommendations for application, and brief descriptions of additional technical considerations.
- Self-Test Exercises: Completely worked-out solutions for self-test exercises are provided in an appendix. Students attempt the self-test exercise and immediately check the solution to evaluate their understanding of the concepts presented in the chapter.
- Quantitative Methods in Action: Throughout the text, articles present a summary of an application of quantitative methods found in practice. Applications based on Interfaces, OR/MS Today articles and write-ups provided by practitioners provide the source for this feature. 10 new articles have been added for a total of 45 in this edition.

CONTENTS:

1. Introduction. 2. Introduction to Probability. 3. Probability Distributions. 4. Decision Analysis. 5. Utility and Game Theory. 6. Forecasting. 7. Introduction to Linear Programming. 8. Linear Programming: Sensitivity Analysis and Interpretation of Solution. 9. Linear Programming Applications. 10. Transportation, Assignment, and Transshipment Problems. 11. Integer Linear Programming. 12. Project Scheduling: PERT/CPM. 13. Inventory Models. 14. Waiting Line Models. 15. Simulation. 16. Markov Processes. 17. Multicriteria Decisions. Appendixes A-F. Index.

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QUANTITATIVE TECHNIQUES, 6E

T. Lucey, Visiting Professor at Aston Business School

This text is especially relevant to students studying quantitative techniques as part of business, management and/or finance on undergraduate and professional courses, especially: ACCA; CIMA; CIPFA; ICA, IOB, ICAEW. This introductory interdisciplinary textbook covers all the major topics involved at the interface between business and management on the one hand and mathematics and statistics on the other. Topics dealt with include logistics, finance, production and operations management, and economics.

FEATURES:

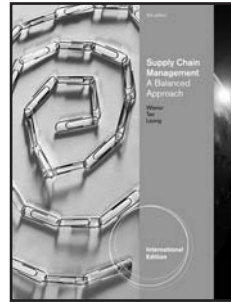
- This long-established, successful textbook covers all the major topics involved at the interface between business and management, and mathematics and statistics.
- For ease of study the book is divided into self-contained chapters with numbered paragraphs. Each chapter is followed by self-review questions, cross referenced to appropriate paragraphs.
- Most chapters contain test exercises that will help the student practice and consolidate their learning. Answers are provided after the questions for ease of reference.
- Assessment and revision sections contain carefully selected examination questions drawn from the most recent professional examinations, to extend knowledge and understanding. Fully worked answers are provided in an Appendix for ease of reference.
- Each assessment and revision section also contains a further selection of examination questions, without answers, which can be used by lecturers for class study or by students as extra practice.

CONTENTS:

1. Introduction to quantitative techniques. 2. Probability and decision making. 3. Decision trees. Assessment and revision chapters 1-3. 4. Statistics - introduction. 5. Statistics - statistical inference. 6. Statistics - hypothesis testing. 7. Linear correlation and regression. 8. Multiple and non-linear regression. 9. Forecasting - time series analysis. Assessment and revision chapters 4-9. 10. Calculus. 11. Inventory control - introduction and terminology. 12. Inventory control - types of control system. 13. Inventory control - economic order quantity. 14. Inventory control - safety stocks and re-order levels. 15. Simulation. Assessment and revision chapters 10-15. 16. Linear programming - introduction. 17. Linear programming - graphical solutions. 18. Linear programming - simplex method for maximising. 19. Linear programming - simplex method for minimising. 20. Transportation. 21. Assignment. Assessment and revision chapters 16-21. 22. Network Analysis - introduction and terminology. 23. Network Analysis - time analysis. 24. Network Analysis - cost scheduling. 25. Network Analysis - resource scheduling. 26. Network Analysis - activity on nodes. Assessment and revision chapters 22-26. 27. Financial mathematics. 28. Investment appraisal - background and techniques. 29. Investment appraisal - uncertainty and capital rationing. 30. Matrix algebra. 31. Replacement analysis. Assessment and revision chapters 27-31. Statistical and financial tables. Answers to examination questions.

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SUPPLY CHAIN MANAGEMENT



New Edition!

IE

SUPPLY CHAIN MANAGEMENT, 3E (with Printed Access Card)

Joel Wisner, University of Nevada-Las Vegas; G. Leong, University of Nevada-Las Vegas; Keah-Choon Tan, University of Nevada-Las Vegas

Wisner/Tan/Leong's Supply Chain Management, International Edition follows the natural flow through the supply chain with one of the most balanced supply chain management approaches available. Well-organized chapters demonstrate the practical applications of supply chain management in today's workplace while intriguing profiles throughout the text build on topics to reinforce learning. Numerous new cases in this edition expand upon the previous edition's 22 cases. A wealth of engaging and interactive learning features in each chapter are now updated and revised. Supply Chain Management in Action opening features, e-Business Connections, and Global Perspectives combine with abundant real-world business examples to ensure that SUPPLY CHAIN MANAGEMENT, 3e, International Edition covers today's most important contemporary supply issues in depth.

NEW TO THIS EDITION:

- New coverage of the latest trends in supply chain management introduces the latest developments.
- New information on international purchasing/procurement and ethical and sustainable sourcing prepares students for business today.
- New forecasting examples, coverage of lean production and examples of six sigma direct students in applying what they've learned.
- New examples of emerging topics in business address social media, cloud computing, and recent examples in managing service supply chains.
- New global issues equip students to secure a global competitive advantage.

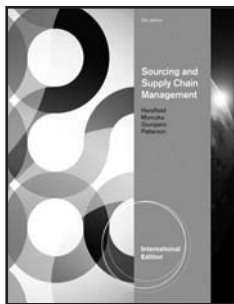
FEATURES:

- One-of-a-kind coverage in this comprehensive text encompasses operations, purchasing, and logistics with a supply chain management focus. You can introduce students to a wealth of important content not available in other books.
- To ensure understanding, the authors break down supply chain issues into purchasing, operations, logistics, and integration. This is one of the most balanced supply chain management texts available.
- Well-organized chapters throughout this edition highlight excellent case studies that clearly demonstrate the practical applications of supply chain management in today's workplace.
- Each of the book's 14 chapters addresses some of today's most recent developments with revised and updated Supply Chain Management in Action opening features, e-Business Connections, and Global Perspectives.

CONTENTS:

PART I: SUPPLY CHAIN MANAGEMENT: AN OVERVIEW. 1. Introduction to Supply Chain Management. Part II: PURCHASING ISSUES IN SUPPLY CHAIN MANAGEMENT. 2. Purchasing Management. 3. Supplier Relationship Management. 4. Strategic Sourcing for Successful Supply Chain Management. PART III: OPERATIONS ISSUES IN SUPPLY CHAIN MANAGEMENT. 5. Collaborative Planning, Forecasting, and Replenishment. 6. Enterprise Resource Planning Systems. 7. Inventory Management. 8. Process Management: Just-In-Time and Total Quality Management. PART IV: DISTRIBUTION ISSUES IN SUPPLY CHAIN MANAGEMENT. 9. Logistics Management. 10. Customer Relationship Management. 11. Location Decisions. 12. Service Response Logistics. PART V: SUSTAINING COMPETITIVE ADVANTAGE. 13. Process Integration. 14. Performance Measurement.

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SOURCING AND SUPPLY CHAIN MANAGEMENT, 5E

Robert B. Handfield, North Carolina State University; Robert M. Monczka, Arizona State University; Larry C. Giunipero, Florida State University; James L. Patterson, Western Illinois University

Introduce students to the critical role of purchasing in the supply chain with one of today's leading-edge strategy and purchasing books—Handfield/Monczka/Giunipero/Patterson's *SOURCING AND SUPPLY CHAIN MANAGEMENT, 5E, International Edition*. This turnkey solution provides current and complete coverage that makes it not only a useful text, but also a valuable professional reference tool for students. This edition presents the most recent critical developments in the field, such as cases from emerging healthcare and the service industries as well as procure-to-pay redesign, supply risk, innovation, sustainability, and collaboration. Students examine the most important changes in supply management today and the impact of the recent recession and ongoing business uncertainty on continuous cost and value management across the supply chain.

NEW TO THIS EDITION:

- The authors have tapped into their industry connections worldwide to present insights and memorable examples from leading purchasing executives and the latest research initiatives.
- This edition provides new supply management case examples and snapshots from the growing healthcare and service industries.
- In this edition, students are able to more clearly compare the advantages and disadvantages of insourcing versus outsourcing as they examine fresh examples that demonstrate the effectiveness of Boeing Corporation insourcing more of its operations.
- This edition now examines the basic contents of a Supplier Quality Manual in Chapter 8. A new section on "The Seven Wastes" discusses programs such as Honda's BP process (Chapter 8).

FEATURES:

- Numerous new "Good Practice" examples illustrate stellar cases of the chapters' topics in action. Intriguing.
- Updated discussion questions and additional readings provide insights into purchasing today.
- Updated center-led organization discussions give students a better understanding of this new, effective model of procurement.
- The latest research reflects today's new developments in supply chain management and purchasing.
- Updates detail the role of corporate social responsibility in procurement today.
- Updated coverage of strategic category management discusses the latest developments and strategies.

CONTENTS:

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- *Encyclopedia of Associations*
- *Encyclopedia of Business Information Sources*
- *Encyclopedia of Governmental Advisory Organizations*
- *Federal Directory, Carroll Publishing*
- *Federal Regional Directory, Carroll Publishing*

- *Gale Directory of Databases*
- *Gale Directory of Publications and Broadcast Media*
- *Government Research Directory*
- *Graham & Whiteside Major Companies Directories*
- *International Research Centers Directory*
- *Market Share Reporter*
- *Melton's Encyclopedia of American Religions*
- *Municipal Directory, Carroll Publishing*
- *National Directory of Non-Profit Organizations*
- *National E-mail and Fax Directory*
- *National Faculty Directory*
- *Publishers Directory*
- *Research Centers Directory*
- *State Directory, Carroll Publishing*
- *Statistics Sources*
- *Telecommunications Directory*
- *Trade Shows Worldwide*
- *Ward's Business Directory of Private and Public Companies in Mexico and Canada*
- *Ward's Business Directory of U.S. Private and Public Companies*
- And others

For more information and a complete list of available titles, visit www.gale.com/DirectoryLibrary.

Business

Small Business Resource Center

The screenshot displays the 'Small Business Resource Center' advanced search page. At the top, there are navigation links for 'Home', 'Print', 'Email', 'Download', 'Marked Items', 'Previous Searches', 'Dictionary', 'Title List', and 'Help'. Below these are search type tabs: 'Basic', 'Subject Guide', 'Publication', and 'Advanced'. The 'Advanced Search' section includes a 'Keyword(s)' field with 'business plans' entered, an 'Industry' dropdown set to 'bakery', and a 'Previous Searches' dropdown. There is a 'Search' button and a field for 'Enter a Document Number:'. Below the search fields are filter options: 'Limit the results:' with checkboxes for 'to document with images', 'by document type' (with a dropdown menu showing 'None selected', 'Abstract', 'Advertisement', and 'Agency Overview'), 'by publication subject area' (with a dropdown menu showing 'None selected', 'Accounting', 'Advertising', and 'Advertising, Marketing and Public Relations'), and 'to library holdings:'. There are also radio buttons for 'All Dates', 'Before', 'On', 'After', and 'Between' with corresponding date pickers. At the bottom, there is a footer with the text 'The databases selected for searching offer a combined 1,122,663 articles and were last updated as recently as June 28, 2010' and a footer bar with links for 'About Small Business Resource Center', 'Contact Us', 'Copyright', 'Terms of Use', 'Privacy Policy', and 'Accessibility'.

New York Library Association Best of Reference 2007 and 2008

This comprehensive online resource offers a combination of unparalleled periodical and reference content, covering all major areas of starting and operating a business, including accounting, finance, human resources, management, marketing, tax and more.

By helping teach basic skills such as managing financials or writing a business plan, *Small Business Resource Center* can help speed the learning curve for budding entrepreneurs by offering real-world experiences and examples. Developed from librarian feedback, *Small Business Resource Center* is easy to search and highly intuitive. For users who aren't sure where to start, a helpful subject guide is available, as well as navigation buttons that allow users to search on business topics, business types, sample business plans, and answers to the most frequently asked questions from a "How To" menu. Users may conduct a standard search based on subject or keyword, or by searching the entire document. More advanced searches based on document type, subject areas or publication can also be performed.

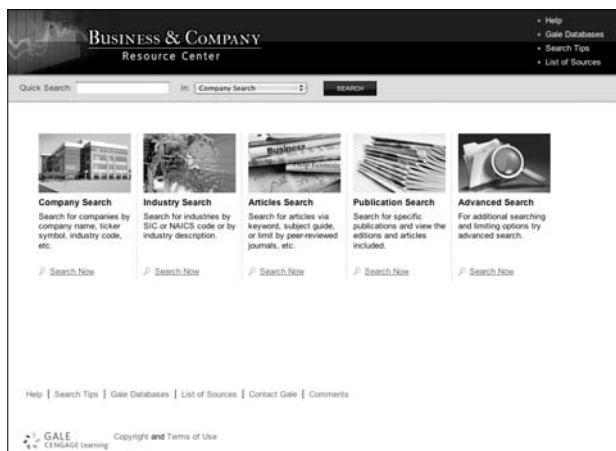
Small Business Resource Center contains a wealth of resources including the well-known *Business Plans Handbook* series. This series contains hundreds of sample business plans created by real-life entrepreneurs, as well as business plan templates that entrepreneurs can develop on their own. In addition, *Small Business Resource Center* also offers access to the *Encyclopedia of Major Marketing Campaigns*, showcasing advertising campaigns and marketing initiatives from some of the world's best-known businesses — from McDonald's to Merrill Lynch — and many other Gale titles. To complement these, *Small Business Resource Center* also features dozens of titles from John Wiley & Sons, including:

- The Unofficial Guide to Marketing your Small Business
- Entrepreneurial Finance
- Buying and Selling a Business: A Step-by-Step Guide
- Portable MBA in Strategy, 2nd Ed.
- The 7 Irrefutable Rules of Small Business Growth
- Portable MBA in Entrepreneurship
- And many more

Small Business Resource Center also includes a wide variety of business journals including, Black Enterprise, Business Perspectives, Compliance Week, Decision Analysis, Economist, Effective Small Business Management, European Journal of Management, Financial Management, Franchising World and many other.

For more information, please contact your local Cengage Learning Library Reference Representative or visit www.gale.com/SmallBusiness.

Business & Company Resource Center



Business & Company Resource Center offers a wide variety of global business information, enabling users to efficiently research market share data, competitive intelligence, and career and investment opportunities.

Business & Company Resource Center includes:

- Company profiles, including corporate parent/child relationships
- Industry rankings
- Investment reports
- Industry statistics
- Hundreds of SWOT analyses
- Consumer marketing data
- Emerging technology reports
- Industry news and analysis
- In-depth financial information
- And much more

A new financials dashboard includes extensive company stock and financial information, market summaries, financial tools and much more. Content highlights include current and historical company stock data, extensive audio content (podcasts and investor conference calls), news articles, company press releases and SEC documents. Plus, users can create charts that compare one stock to another, or to a particular index, track their favorite newsfeeds for articles or podcasts by adding them to an RSS reader and share their favorite items via social networking sites like del.icio.us. The dashboard includes five "views" that make navigation easy, and extensive interlinking within the financials dashboard encourages usage. Plus it offers views into industries, world markets, currency, bank and treasury rates, and much more.

For more information, please contact your local Cengage Learning Library Reference Representative or visit www.gale.com/BusinessRC.

Business & Company Resource Center – Newsletters

Business & Company Resource Center – Newsletters provides library researchers with the timely information and expert perspectives found in today's most well-read and respected business and industry newsletters. Some of the industries covered include: advertising, marketing and public relations; general business; health and medicine; computers and office automation; food, beverages and nutrition; biotechnology; government and law; pharmaceuticals and cosmetics; and many more. Updated daily, *Business & Company Resource Center – Newsletters* provides instant access to more than 400 full-text newsletters.

Business & Company Resource Center – PROMT

For more than 20 years, Predicasts Overview of Markets and Technology (PROMT) has been recognized as the world's leading multi-industry resource for business research. PROMT is noted for comprehensive, reliable and international coverage of companies, products, markets and technologies. In addition, this resource features a vast and diverse collection of abstracts and full text from international trade and business journals, industry newsletters and newspapers. *Business & Company Resource Center – PROMT* is the ideal resource for conducting first-stop and retrospective searches that answer fundamental and complex business questions, and address a spectrum of business and industry applications. *Business & Company Resource Center – PROMT's* precise and powerful indexing enables searchers to combine products with events and geographic codes, ensuring accurate and focused retrieval.

RDS Business Reference Suite



Finding relevant business answers has never been easier. *Business Reference Suite* gives you balanced and highly focused full-text coverage of company and industry news, management practices and market research information. By combining the complementary strengths of *Business & Industry*, *Business and Management Practices* and *TableBase*, Gale delivers a comprehensive business research package. Acknowledged for their own distinct focuses and areas of expertise, these resources form a core business reference collection of leading worldwide business sources, plus tens of thousands of tables with strategic data.

For more information, please contact your local Cengage Learning Library Reference Representative or visit www.gale.com/RDS.

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Business & Industry is an acclaimed multi-industry business resource with a strong global focus on company, product and industry information. Efficient in concept and design, *Business & Industry* provides users with indexing that ensures easy and successful searching — plus the valuable facts, figures and trends users will need to gain a strategic and competitive edge. *Business & Industry* draws its content from the world's most authoritative business publications, including premier trade and business journals, leading industry newsletters, plus a broad collection of regional, national and international newspapers. *Business & Industry* covers all manufacturing and service industries including the hot new companies, products, brands and applied technologies that are the driving force behind today's global economy.

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Business and Management Practices emphasizes the practical side of business and management, namely, how organizations make decisions, adopt and implement new technologies and techniques, and plan for change and expansion. *Business and Management Practices* offers highly focused coverage of core professional and trade journals containing information relevant to the fields of management, planning, production, finance, marketing, information technology and human resources. It also includes management-related articles from hundreds of additional sources.

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RDS TableBase™

TableBase is the online resource that specializes exclusively in tabular data on companies, industries, products and demographics. Featuring precise indexing, unambiguous table titles and links to full text, there's nothing like *TableBase* anywhere. International in scope and covering more than 90 industries, *TableBase* gives users unprecedented access to thousands of tables that are absolutely indispensable to daily research including:

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- Number of users/outlets
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- Usage and capacity
- And much more

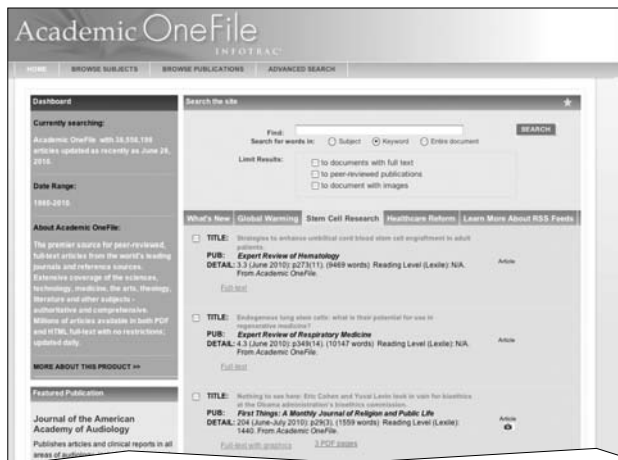
For more information, please contact your local Cengage Learning Library Reference Representative or visit www.gale.com/RDS.

Business & Company Profile ASAP

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ONLINE RESOURCES

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The premier resource for peer-reviewed, full-text journals and reference sources, Academic OneFile is perfect for research libraries, graduate schools, universities and colleges as an up-to-date and easy-to-use resource for serious academic research. Home to nearly 14,000 indexed journals, Academic OneFile effortlessly delivers quality content for faculty, students, scholars and other researchers.

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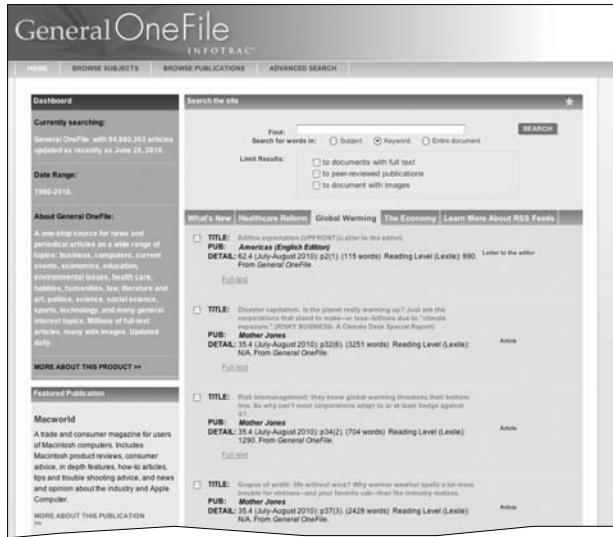
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For more information, contact your local Cengage Learning Library Reference Representative or visit www.gale.com/AcademicOneFile.

General OneFile



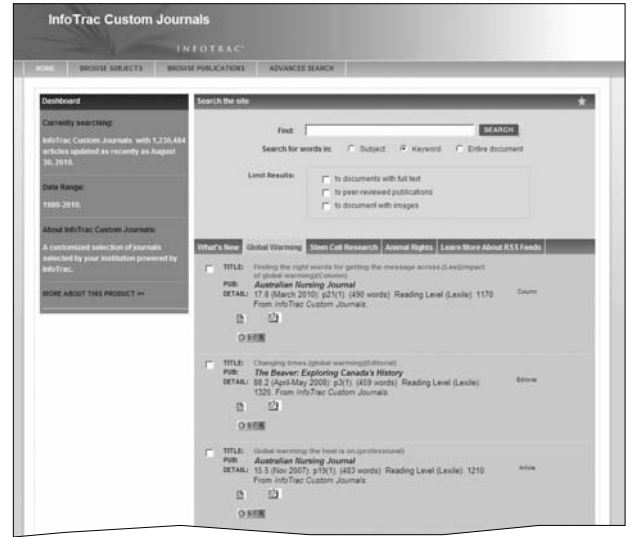
Perfect for researchers at all levels, *General OneFile* includes more than 7,000 full-text titles; more than 3,600 journals; more than 25 years of backfile; and five newspaper indexes, totaling nearly 13,000 titles (50% of which are unique to the collection). With more than 95 million records at researchers' fingertips, *General OneFile* provides instant 24/7 access to the largest collection of full-text periodicals available. In addition, *General OneFile* also features more than 500 travel guides; a full collection of National Public Radio programs from 1990 to the present; links to more than 5,000 video files including shows like the Today Show, NBC Nightly News and Meet the Press; more than 3,000 full-text titles recommended by Bowker's "Magazines for Libraries"; optional access to the *Gale Virtual Reference Library*, containing thousands of electronic references in eBook format via *Gale PowerSearch*; and much more.

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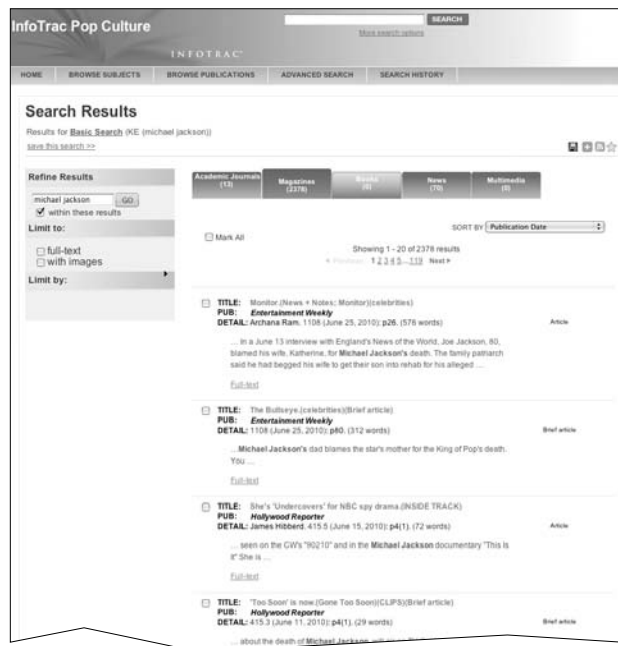
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Financial Times Historical Archive, 1888-2006



This complete online, fully searchable facsimile edition of the Financial Times offers the complete run of the London edition of the paper, from its first issue to the end of 2006, with additional annual updates. Every article, advertisement and market listing is included and shown individually and in the context of the full page and issue of the day. For this online archive every item has been subject or topic categorized to permit fast retrieval and review of relevant articles.

Founded even as the industrial might of imperial Britain was being challenged, the Financial Times has developed dramatically since 1945. Beyond indigenous financial news, coverage has expanded to meet the need for reporting and analysis of the progressive globalization of financial markets, and the demand for unbiased accurate coverage of subjects of interest to business leaders in many professions.

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In late 2010, this product will become cross-searchable with our other newspaper archives on Gale's new platform, **Gale NewsVault**. Please contact your local Cengage Learning Library Reference representative for more details.

Business: General



Additional resources on this topic

In addition to the eBooks and print titles listed here, Gale also offers a range of exceptional online resources, including:

Small Business Resource Center — Features comprehensive periodical and reference content covering all areas of small business.

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CaseBase

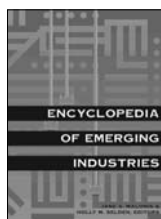
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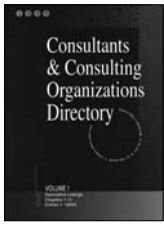
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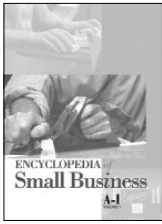
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Small Business Sourcebook

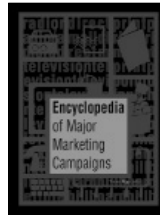
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The Encyclopedia of Management

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Business: U.S.

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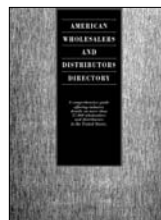
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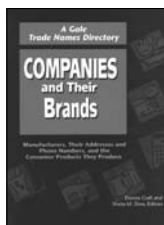
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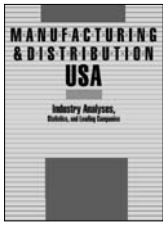
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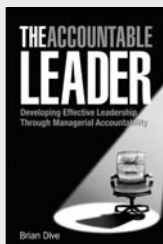


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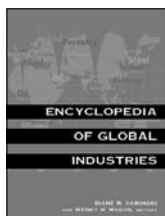


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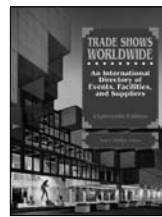


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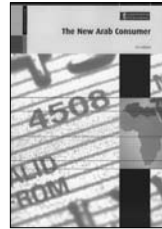
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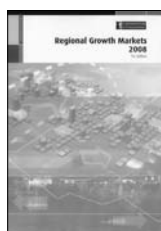
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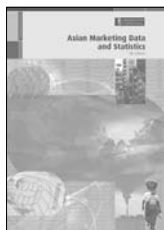
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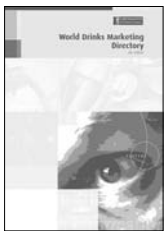


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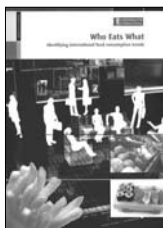
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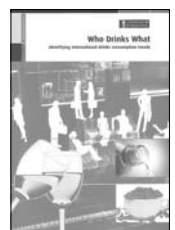
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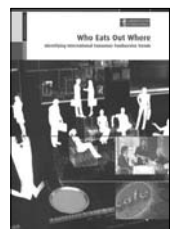
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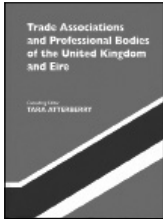
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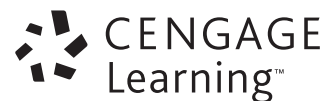
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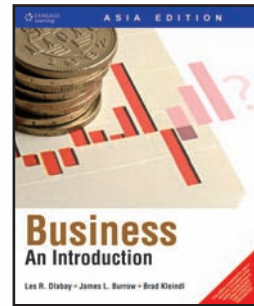
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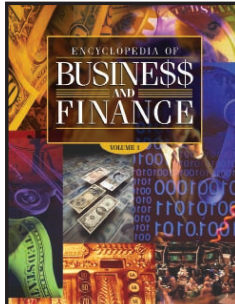
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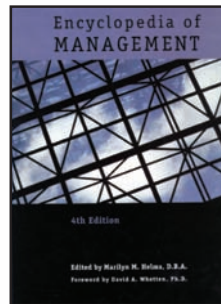
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