

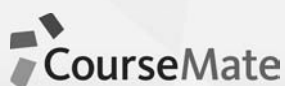
Sectional Catalog **2012-2013**

Management and Decision Sciences



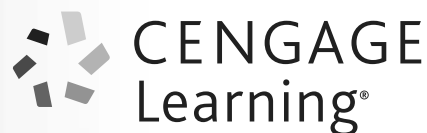
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MANAGEMENT

BUSINESS AND SOCIETY



New Edition!

IE

BUSINESS AND SOCIETY, 8E

Ethics and Stakeholder Management, International Edition

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

Demonstrate for your students the importance of business ethics, sustainability and stakeholder management from a strong managerial perspective with Carroll/Buchholtz's BUSINESS AND SOCIETY: ETHICS AND STAKEHOLDER MANAGEMENT, 8E, International Edition. Students learn how effective 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. Proven content emphasizes the social, legal, political, and ethical responsibilities of a business to both external and internal stakeholder groups.

NEW TO THIS EDITION

- **NEW SUSTAINABILITY THEME THROUGHOUT THIS EDITION REFLECTS THIS RECENT, URGENT MANDATE IN BUSINESS TODAY:** 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. In addition to integrated sustainable examples throughout the text, new "Spotlight on Sustainability" features in each chapter highlight the growing emphasis on business sustainability and how specific chapter topics relate.
- **NEW "ETHICS IN PRACTICE" CASES TEST FUTURE MANAGERS' RESPONSES TO ACTUAL ETHICAL CHALLENGES IN TODAY'S WORKPLACE:** 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.
- **NEW AND UPDATED END-OF-PART CASES PROVIDE ABUNDANT OPPORTUNITIES TO APPLY STAKEHOLDER AND**

ETHICAL SYSTEMS TO SPECIFIC BUSINESS PROBLEMS: Thirty-six end-of-part 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. A convenient Case Matrix makes it simple to incorporate cases into your course at the best times.

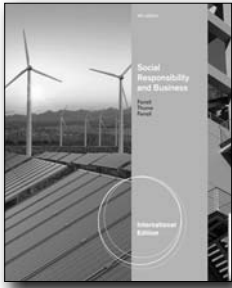
FEATURES

- **EXPANDED COVERAGE OF CORPORATE GOVERNANCE GIVES MORE PROMINENCE TO THIS CRITICAL TOPIC:** Early coverage of Corporate Governance in Part 2 of this edition demonstrates how critical this topic is to strategic management.
- **CLEAR LEARNING OUTCOMES FOR EACH CHAPTER GUIDE STUDENTS' FOCUS:** Proven Learning Outcomes articulate learning goals for each chapter and provide consistent structure for self-testing and review.
- **"ETHICS IN PRACTICE" CASE GUIDE PROVIDES DIRECTION IN MOST EFFECTIVELY INTEGRATING CASES INTO YOUR COURSE:** 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. This tool makes it simple for you to assign appropriate cases at times that will be most meaningful for your students.

CONTENTS

Part I: BUSINESS, SOCIETY, AND STAKEHOLDERS. 1. The Business and Society Relationship. 2. Corporate Citizenship: Social Responsibility, Responsiveness, and Performance. 3. The Stakeholder Approach to Business, Society, and Ethics. Part II: CORPORATE GOVERNANCE AND STRATEGIC MANAGEMENT ISSUES. 4. Corporate Governance: Foundational Issues. 5. Strategic Management and Corporate Public Affairs. 6. Issues Management and Crisis Management. Part III: BUSINESS ETHICS AND MANAGEMENT. 7. Business Ethics Fundamentals. 8. Personal and Organizational Ethics. 9. Business Ethics and Technology. 10. Ethical Issues in the Global Arena. Part IV: EXTERNAL STAKEHOLDER ISSUES. 11. Business, Government, and Regulation. 12. Business Influence on Government and Public Policy. 13. Consumer Stakeholders: Information Issues and Responses. 14. Consumer Stakeholders: Product and Service Issues. 15. The Natural Environment as Stakeholder. 16. Business and Community Stakeholders. Part V: INTERNAL STAKEHOLDER ISSUES. 17. Employee Stakeholders and Workplace Issues. 18. Employee Stakeholders: Privacy, Safety, and Health. 19. Employment Discrimination and Affirmative Action.

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IE

SOCIAL RESPONSIBILITY AND BUSINESS, INTERNATIONAL EDITION, 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, 4e, International 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.

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BUSINESS ETHICS



New!

IE

APPLIED BUSINESS ETHICS

A Skills-Based Approach, International Edition

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.
- **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."

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New Edition!

IE

BUSINESS ETHICS, 7E

Case Studies and Selected Readings, International Edition

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.

NEW TO THIS EDITION

- **Improved Structure and Focus:** Now organized according to themes, the 7th Edition of **BUSINESS ETHICS: CASE STUDIES AND SELECTED READINGS, International Edition** shows students that the same factors, pressures, and analyses apply in many situations, no matter the underlying topic. An updated category chart makes it easy for instructors to pick a theme and find supporting readings, while a handy transition guide aids long-time users of this book.
- **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; ethics, strategy, and the regulatory cycle; controlling chicanery, individual moral development; legality versus ethics; deserting underwater mortgages; using insider information; 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. Students will also find all-new questions for analysis of ethical dilemmas, as well as a thought-provoking illustration on ethical lapses and the things that contribute to them.
- **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; WVU and the governor's daughter; John Mackey and health care; the NFL, Michael Vick, and Rush Limbaugh; Krispy Kreme and the Atkins Diet; English-only policies and Arizona's immigration law; Toyota's sudden Acceleration issue; Cheerios' cholesterol ads; Starwood's poaching of Hilton's business model; Charlie Rangel; ACORN; the U.S. and torture; and many, many more!
- **Thorough and Timely Case Updates:** Every existing case has been expanded and updated to bring students the very latest on Fannie Mae; Nike; Tylenol's phantom recall; eBay's counterfeit sales lawsuits; BP and the oil rig explosion; alcohol and tobacco; and several others topics.

FEATURES

- **Compare and Contrast:** Stretch students' critical-thinking skills by evaluating business decisions in the readings, and asking them to consider both ethical and unethical responses.
- **Apply Acquired Skills:** Draw upon the author's vast business

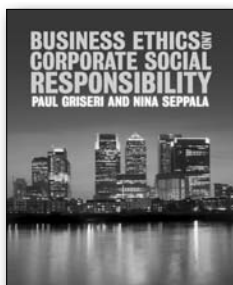
and educational experience with an impressive assortment of examples from real-world ethical dilemmas, immoral choices, and highly principled decisions. Sources include newspapers, business journals, and Professor Jennings' own professional experiences as a consultant and board member.

- Customize Your Course Material: Cases from previous editions are available in the Ethics Collections Database on Textchoice.com, and can be used to easily customize products to meet your particular needs.

CONTENTS

Unit 1: Ethical Theory, Philosophical Foundations, And Types Of Ethical Dilemmas. Unit II: Solving Business Ethical Dilemmas. Unit III: Business, Social Responsibility, And Sustainability. Unit IV: Ethics And Organizational, Industry, And Social Culture. Unit V: Ethics In International Business. Unit VI: Ethics, Business Operations, And Rights. Unit VII: Ethics And Products. Unit VIII: Ethics And Competition. Unit IX: Ethics And Government. Unit X: 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.

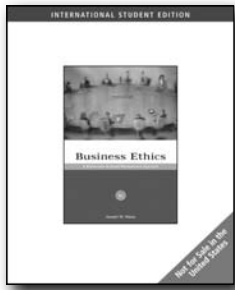
FEATURES

- Full international coverage that looks beyond the traditional European and American contexts to provide the complete picture
- Hundreds of real-world examples that illustrate ethical decision-making in action and what to learn from results
- 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 featuring a diverse range of organizations including Red Bull, IKEA, and UNHCR

CONTENTS

Introduction Part One: Frameworks Chapter One: Understanding corporate social responsibility Chapter Two: Stakeholder management Chapter Three: Theories of ethics Chapter Four: Environmental ethics Integrative Case Study 1.1: Walking the Walk: Putting Social Responsibility into Action at The White Dog Café Integrative Case Study 1.2: GlaxoSmithKline and Developing Country Access to Essential Medicines 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 Integrative Case Study 2.1: Microsoft's Partnership with UNHCR: Pro Bono Publico? Integrative Case Study 2.2: IKEA's Social and Environmental Responsibility Initiatives 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 Integrative Case Study 3.1: Red Bull or Black Devil? Integrative Case Study 3.2: Starbucks Corporation: Building a Sustainable Supply Chain Integrative Case Study 3.3: Lifebuoy 'Swasthya Chetna': Unilever's Social Marketing Campaign Integrative Case Study 3.4: John Mackey and Whole Foods Market Integrative Case Study 3.5: The Human Face of HIV/Aids

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IE

BUSINESS ETHICS, 5E

A Stakeholder and Issues Management Approach, International Edition

Joseph W. Weiss, Bentley College

Ethical decisions do not take place in a vacuum, and many people, faced with their own interests and standards, need reliable guidelines to address the moral implications of business decisions. With a unique, highly practical approach to teaching business ethics, this text focuses on the relationships among various stakeholders, including individuals, groups, corporations, and even nations. The new fifth edition includes the latest research, current cases, and practical examples to help students examine the role of ethics in today's business world, from the boardroom to the classroom. Updates also include the addition of new, real-world ethical dilemmas presenting actual encounters by managers and students; an easy, step-by-step guide to implement a stakeholder analysis; tips to help students apply ethical principles in their personal and professional lives; and comprehensive coverage of employee workplace issues and highly relevant topics such as risk management, preferential hiring, corporate legitimacy, and moral accountability. The text also explores today's increasingly interconnected global business environment with coverage of multinational corporations and important issues such as the digital divide, bribery, corruption, human rights, and the environment. This text gives students the practical tools they need to handle complex 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

- Cases follow each chapter to present contemporary, comprehensive, real-world (not hypothetical) business ethics scenarios covering relevant topics (such as issues related to new technologies and privacy) that engage student interest and provide realistic illustrations of essential principles of business ethics.
- 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 IN BUSINESS, 9E

A Managerial Approach, International Edition

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

With a vibrant four-color design, the market-leading ETHICAL DECISION MAKING IN BUSINESS: A MANAGERIAL APPROACH, 9E, International Edition delivers an accessible, applied text that thoroughly covers the complex environment in which managers confront ethical decision making. Using a proven managerial framework, the authors address the overall concepts, processes, and best practices associated with successful business ethics programs--helping students see how ethics can be integrated into key strategic business decisions.

NEW TO THIS EDITION

- **NEW COURSEMATE (WITH eBOOK) PREMIUM WEBSITE, INCLUDING A ROBUST SET OF ENGAGEMENT & STUDY TOOLS:** Engaging, trackable, and affordable, this new 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. Watch student comprehension soar with all-new flash cards and engaging games, streaming videos, quizzes and more in this textbook-specific website. A complete e-book provides you with the choice of an entire online learning experience. The Engagement Tracker tool, when used, provides you with the ability to identify at-risk students while it's still early enough to help, and also allows you to see what resources your student find most valuable. It goes beyond the book to deliver what you need!
- **NEW Debate Issues** have been added to this edition, allowing students to challenge assumptions and consider different points of view. Debate issues include: Does Being Ethical Result in Better Performance?
- **Examples of best practices** have been incorporated throughout the text, with coverage of companies listed in Fortune's Most Admired Companies and/or the World's Most Ethical Companies: Granite Construction, SAS, Salesforce.com, Google, DreamWorks Animation, Waste Management, Marriot, Nugget Markets, Boston Consulting Group, IKEA, Kao Corp. Other

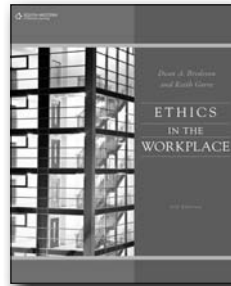
ethical companies include Terracycle, Best Buy, Gentle Giant Moving Co., and JetBlue.

- **NEW comprehensive sustainability appendix** "Sustainability: Ethical and Social Responsibility Dimensions" has been included.
- **NEW All 20 of the original cases** in the ninth edition are either new or have been substantially updated by the authors.

CONTENTS

PART 1 FOUNDATIONS OF BUSINESS ETHICS. 1. Business Ethics in a Global Economy. 2. Social Responsibility. **PART 2 ETHICAL CHALLENGES AND PUBLIC POLICY RESPONSES.** 3. Managing Ethical Business Concerns. 4. Responding to Compliance and Social Responsibility Opportunities. **PART 3 UNDERSTANDING ETHICAL DECISION MAKING IN ORGANIZATIONS.** 5. Understanding and Supporting Ethical Conduct in the Organization. 6. Philosophical Understanding of Ethical Decision Making. 7. Organizational Dimensions of Ethical Decision Making. **PART 4 IMPLEMENTATION, AUDITING AND GLOBAL ETHICS PROGRAMS.** 8. Organizational Approaches to Managing Ethical Decision Making. 9. Implementing and Evaluating Ethics Program Effectiveness. 10. Global Dimensions of Ethical Decision Making.

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New Edition!

ETHICS IN THE WORKPLACE, 3E

Dean Bredeson, University of Texas at Austin; Keith Goree, St. Petersburg Junior College

Energize your introductory ethics course with ETHICS IN THE WORKPLACE 3e, a text that combines a strong foundation in classic and contemporary theory, examples and analysis drawn from the workplace, ethical decision-making models, and a constant focus on self-reflection and moral reasoning. Learning becomes interactive with this completely revised edition that urges users to examine ethical situations in the workplace through the lens of ethical decision-making models. ETHICS IN THE WORKPLACE 3e bridges the gap between theory and reality by focusing on ethics in the workplace and offering real-world examples of ethical situations workers face. ETHICS IN THE WORKPLACE 3e users explore current American values and establish models by which to analyze them as they apply to accounting, finance, marketing, human resource, and management dilemmas. Drawing from news headlines and cases based on well-

known people, there's never a shortage of relevant topics and applications. The text is a balanced combination of theory, examples, role plays, class discussion, and self-reflection activities that make studying ethics rewarding, interesting, and effective.

NEW TO THIS EDITION

- **HARD CHOICES** consists of real-life ethical dilemmas confronting companies or individuals: an employee who must decide whether to go over his supervisor's head to report theft by fellow employees, a company that looks at job applicants' social networking sites when making hiring decisions. Appearing at the beginning of each chapter, **HARD CHOICES** introduces key topics that are returned to later through Checkpoint questions and new concepts, helping students to see whether their perspectives have changed as a result of what they've learned.
- **ETHICS @ WORK** is an end-of chapter scenario that shows how ethical issues play out in the workplace. Should a company recall a potentially dangerous product when a big contract is at stake? Should a new employee resort to deceptive tactics to gain sales? This feature allows students to apply what they have learned in the chapter to a business situation and requires them to prepare to present and support their viewpoints in class.
- **NEW AND EXPANDED COVERAGE** of stakeholder ethics, employee privacy, drug tests, polygraph exams, discrimination, and sexual harassment.
- **NEW COVERAGE** of payday loans and mortgages and foreclosures—the ethical lapses that contributed to the economic meltdown and “Great Recession.”
- **A NEW CHAPTER** on environmental ethics and international “sweatshop” labor.
- **ETHICS IN THE WORKPLACE CourseMate** brings course concepts to life with interactive learning, study, and exam preparation tools that support the printed textbook. Instructors can bundle CourseMate with the purchase of a text, or students can purchase it at www.cengagebrain.com.
- **NEW REVIEW** questions cover key points; **NEW APPLICATIONS** allow students to explore how ideas presented in the chapter might play out in the real world.
- **THE BOTTOM LINE**, a new end-of-chapter activity, asks students what they think of the main ideas in the chapter.

FEATURES

- Critical thinking exercises are included after each chapter to help students develop analytical skills.
- Unique, comprehensive coverage of the role of ethical decision-making in business makes this text particularly appropriate for business and marketing classes.

CONTENTS

1. Welcome to Ethics.
2. Ethical Principles.
3. Personal Ethical Development.
4. Shareholder Theory and Stakeholder Theory.
5. Ethical Selling, Marketing, and Advertising.
6. Technology, Testing, and Workplace Privacy.
7. Ethics and Diversity.
8. Ethics for Employees.
9. Ethical Lending and the “Great Recession”.
10. Two Global Issues: The Environment and Sweatshops.
11. Critical Thinking in Ethics.

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BUSINESS RESEARCH METHODS



New Edition!

IE

BUSINESS RESEARCH METHODS, INTERNATIONAL EDITION (WITH QUALTRICS PRINTED ACCESS CARD), 9E

William G. Zikmund, Oklahoma State University; Barry J. Babin, Louisiana Tech University; Jon C. Carr, Texas Christian University; Mitch Griffin, Bradley University

This best-selling text continues in its ninth 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, 9E, International Edition** is the ideal text for undergraduate and first year MBA courses in marketing, management, or quantitative studies.

NEW TO THIS EDITION

- **Attention to Qualitative Research** - In response to this important phenomenon, Chapter 7, Qualitative Research Tools, provides a comprehensive overview of qualitative research techniques.
- **Breadth of Business Coverage**--The ninth edition further broadens the spectrum of business activities and touches on practically all areas of business including marketing, management, finance, business ethics, and accounting.
- **Chapter Vignettes**--The chapter vignettes were carefully examined and updated. Several are new to the ninth edition. Each vignette sets the stage for the chapter by introducing topics taken from both well-known and lesser-known companies, topical areas of interest in current business literature, and slice-of-life business situations.

FEATURES

- **Increased Coverage of International Business Issues** - The text makes greater use of examples from companies and countries around the globe.
- **Survey This! Feature**--First introduced in the eight edition, Survey This! allows students to respond to an online questionnaire hosted with Qualtrics software. New to the ninth edition is a populated data set for instructors based on

the Survey This! questionnaire. This data can be used in later chapters as illustration of the statistical techniques discussed in the text. Students also get access to Qualtrics to design their own questionnaires.

- Comprehensive Cases--The ninth edition includes online access to comprehensive cases that allow the student to get real hands-on experience doing research. Shorter and more-to-the-point cases are included at the end of each chapter.
- A Simplified Approach and Style--The Research Snapshots, chapter learning objectives, and end-of-chapter materials are presented in a form that allows greater focus on the truly important information. The learning objectives ensure an important coherence and structure to the chapters that culminate with the end-of-chapter materials.
- Tagged End of Chapter Exercises--The end of chapter materials contain a number of questions that pertain to either ethical issues in business research or exercises requiring students to get involved with research via the Internet. These items are each uniquely tagged with a visual symbol, making these particular exercises stand out with a clear, identifying mark.

CONTENTS

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

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CONSULTING



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. Every chapter deploys a consistent pedagogical framework including clear learning objectives that correspond with the latest standard course outlines, mini case studies, and industry snapshots. Full-length case studies appear at the end of every chapter, either prepared specifically for the text by international academics and consultants or supplied from premium vendors such as Harvard Business Review. A full set of online supporting resources for students and lectures make this the complete resource for management consulting courses at all levels.

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
- End of Chapter Cases – long cases discuss in depth the issues and principles encountered during the chapter

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, INTERNATIONAL EDITION, 2E

Myrtle P. Bell, University of Texas at Arlington

DIVERSITY IN ORGANIZATIONS, 2nd Edition, International Edition 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.

NEW TO THIS EDITION

- Included new empirical research throughout.
- Updated population, employment, and income figures in each chapter.
- Replaced nearly all existing cases with current cases from EEOC

press releases.

- Key Facts updated in each chapter.
- Added newly passed diversity-related legislation and current court decisions.
- Increased focus on international diversity.
- Implications for organizations interspersed throughout each chapter.

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.

CONTENTS

Section I: INTRODUCTION, LEGISLATION, AND THEORIES
1. Introduction to the Study of Diversity in Organizations. 2. Theories. 3. Legislation. Section II: EXAMINING SPECIFIC GROUPS AND CATEGORIES. 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. Work and Family. 11. Sexual Orientation. 12. Religion. 13. Age. 14. Physical and Mental Ability. 15. Weight and Appearance. Section III: GLOBAL VISION. 16: International Diversity and Facing the Future.

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ENTREPRENEURSHIP



IE

CORPORATE INNOVATION & ENTREPRENEURSHIP, INTERNATIONAL EDITION, 3E

Donald F. Kuratko, *The Kelley School of Business, Indiana University - Bloomington*; Michael H. Morris, *Oklahoma State University*; Jeffrey G. Covin, *The Kelley School of Business, 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

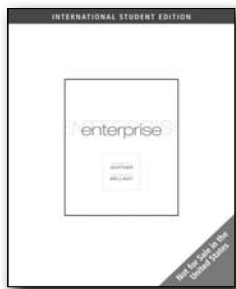
- The popular "Innovator's Notebook" feature describes successful strategies employed by actual corporations to support entrepreneurship, providing students with interesting and highly relevant real-world examples to reinforce the chapter material.
- The experienced author team uses an engaging, reader-friendly 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 and innovation. This comprehensive model also gives students a useful "road map" for successful corporate entrepreneurship and innovation in corporate, government, and non-profit organizations.
- A casemap for instructors identifies excellent cases that can be used in conjunction with key chapters or topical areas in the book in order to explore key issues in greater depth; provide compelling, relevant, and realistic examples; and help students appreciate the practical applications of the course material.

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!, INTERNATIONAL EDITION (WITH BIND-IN PRINTED ACCESS CARD)

William B. Gartner, Clemson University; Marlene G. 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. With the help of memorable cases and practical exercises, students travel through the actual physical and mental steps of starting and operating a successful business. The book focuses on both the personal and professional skills readers need for success in any venture or career option, including goal setting, persuasion, negotiation, and networking. Students develop an enterprising mind-set with the ability to identify entrepreneurial opportunities in a wide variety of situations.

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.

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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New Edition!

ENTREPRENEURSHIP, 5E

Ideas in Action

Cynthia L. Greene

Students today realize becoming a business owner is a career option. ENTREPRENEURSHIP: IDEAS IN ACTION 5E provides students with the knowledge needed to realistically evaluate their potential as a business owner. This text encourages students to examine all the major steps involved in starting a new business: Ownership, Strategy, Finance, and Marketing. As students complete the chapters, they develop a business plan and learn what it takes 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 students can relate to. Information on online research, including online business planning, is also included.

NEW TO THIS EDITION

- CourseMate premium Website is now available for instructors who want to be able to monitor student access and time on task. It's great for instructors who also want a way to identify students at risk. CourseMate includes: Interactive teaching and learning tools: quizzing, videos, flashcards, and more; Integrated eBook; and Engagement Tracker.
- More hands-on, project based activities keep students active in the learning process and help them retain chapter content.
- Abundant real-life examples help students connect to content covered in each chapter.
- The framework for 21st Century Learning is incorporated to help prepare students for the real world.
- More project-based activities in chapter assessment provide a wealth of applications for students with various learning styles.
- Additional coverage on franchising, leadership, international business, and pricing strategies connect students to the business world and keep them up-to-date.
- New content includes: Developing a harvest plan; Supply chain & product management; Internal accounting controls; and Return on assets, equity, and debt ratios.
- CourseMate premium Website is now available for instructors who want to be able to monitor student access and time on task. It's great for instructors who also want a way to identify students at risk. CourseMate includes: Interactive teaching and

learning tools: quizzing, videos, flashcards, and more; integrated eBook; and Engagement Tracker.

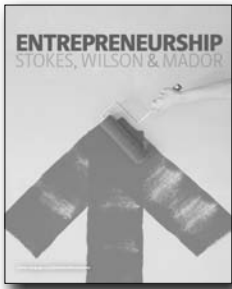
FEATURES

- Coverage of a business plan is introduced early 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.
- Each lesson begins with a list of terms and goals for the lesson to help students focus their reading.

CONTENTS

1. SHOULD YOU BECOME AN ENTREPRENEUR? All About Entrepreneurship. Is Entrepreneurship Right For You? Explore Ideas and Opportunities. Problem Solving for Entrepreneurs.
2. ENTREPRENEURS IN A MARKET ECONOMY. Entrepreneurs Satisfy Needs and Wants. How Economic Decisions Are Made. What Affects Price?.
3. DEVELOP A BUSINESS PLAN. Why a Business Plan is Important. What Goes Into a Business Plan? How to Create an Effective Business Plan.
4. IDENTIFY AND MEET A MARKET NEED. Identify Your Market. Research the Market. Know Your Competition.
5. MARKET YOUR BUSINESS. Develop the Marketing Plan. The Marketing Mix—Product. The Marketing Mix—Price.
6. DISTRIBUTION, PROMOTION, AND SELLING. The Marketing Mix—Distribution. The Marketing Mix—Promotion. Selling and Promoting.
7. SELECT A TYPE OF OWNERSHIP. Decide to Purchase, Join, or Start a Business. Choose a Legal Form of Business. Legal Issues and Business Ownership.
8. LOCATE AND SET UP YOUR BUSINESS. Choose a Location. Obtain Space and Design the Physical Layout. Purchase Equipment, Supplies, and Inventory.
9. PLAN AND TRACK YOUR FINANCES. Financing Your Business. Pro Forma Financial Statements. Recordkeeping for Businesses.
10. OPERATIONS MANAGEMENT. Operating Procedures. Inventory Management. Financial Management.
11. HUMAN RESOURCE MANAGEMENT. Identify Your Staffing Needs. Staff Your Business. Direct and Control Human Resources.
12. RISK MANAGEMENT. Business Risks. Insure Against Risks. Other Risks.
13. Management for the Future.

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ENTREPRENEURSHIP

Dr. David Stokes, Kingston University; Nicholas Wilson; Martha Mador, Kingston University

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

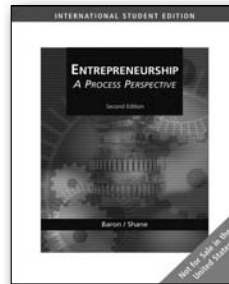
- Coverage of hot topics such as social entrepreneurship, creativity, innovation, and risk management, within broader coverage of core areas such as the properties of entrepreneurship, managing enterprise and creating value
- A consistent pedagogical framework built around clear chapter learning objectives, 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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IE

ENTREPRENEURSHIP, 2E

A Process Perspective, International Edition

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

Professors Baron and Shane pioneered the idea of a process perspective and approaching entrepreneurship through a multidisciplinary lens. The new second edition of *ENTREPRENEURSHIP: A PROCESS PERSPECTIVE* offers an even more current and comprehensive overview of all things entrepreneurial, delivering an applied and action-oriented presentation that couples solid theory with relevant examples. Teaching entrepreneurship based on the timeline of starting and operating a new business, the book focuses on the entrepreneurial process as it moves through several distinct phases: generating ideas and recognizing opportunities, assembling resources, launching the new venture, building success, and harvesting the rewards. At each stage, the authors analyze these processes along three dimensions, examining individual, group, and societal contexts. This process approach keeps students engaged and thinking about how to apply the principles learned to their own business ideas. Thoroughly updated, the new edition broadens its scope, adding a chapter on legal issues specific to entrepreneurs--including intellectual property considerations--and an appendix on accounting principles important to entrepreneurs. A new chapter on growth strategies for new ventures is partnered with a chapter on managing new ventures for growth. New boxed features shed light on common myths and assumptions about entrepreneurship, and the text now includes cases written for each chapter, along with many other experiential exercises.

With its multidisciplinary emphasis, solid theory, countless examples, and overall support package, this text provides everything instructors need to plan an intriguing, thorough, and practical course on entrepreneurship.

NEW TO THIS EDITION

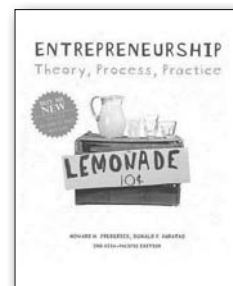
- **NEW!** End-of-Chapter Cases: Short cases, prepared by Ross Stapleton-Gray, now appear at the end of each chapter. These cases illustrate major points in the text very clearly by using short but highly focused examples, many of which are adapted from recent articles in such publications as *The Wall Street Journal*. Cases include their own discussion questions, and answers are provided in the Instructor's Manual.
- **NEW!** 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.
- **NEW!** Accounting Appendix: This informative module covers the key aspects of accounting that entrepreneurs need to launch and operate new ventures. "Accounting for Entrepreneurs" focuses on the basics of accounting, financial statements, and cash flow. It complements the book's strong coverage of other financial matters--including chapter 6: "Financial Resources For New Ventures--How To Get Them and How To Use Them"--by giving students the specific, practical information and guidelines they need to put basic principles of financial management to use.
- **EXPANDED!** Coverage: Revised to give **ENTREPRENEURSHIP** an even broader and more balanced overview of the field, the text includes dozens of new topics, including incubators, feasibility analysis, the role of human and social capital in entrepreneurship, techniques for protecting founders from stress, financial management, how VCs make decisions, guerilla--and inexpensive--marketing techniques for new ventures, procedures for generating effective strategies, internal and external growth strategies, bankruptcy, and much more.

CONTENTS

Preface. 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. Appendix: Accounting for Entrepreneurs: A Review of Key Principles and Essential Practices. Glossary. Name Index.

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ENTREPRENEURSHIP, 2E

Theory, process, practice, Asia-Pacific Edition

Howard Frederick, Deakin University; Donald F. Kuratko, The Kelley School of Business, Indiana University - Bloomington

Covering foundations of entrepreneurship and new venture creation for the Asia-Pacific entrepreneur, *Entrepreneurship: Theory, Process and Practice*, 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 and encourages 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. Additional experiential exercises continue to emphasise learning-by-doing and updated Case Studies help students to relate entrepreneurship theory to the real world. *Entrepreneurship: Theory, Process and Practice* provides an indispensable introduction to successful entrepreneurship in

the landscape of the Asia-Pacific region.

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 students 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 students 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

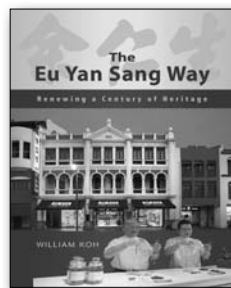
FEATURES

- 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 students' entrepreneurial skills and encourages learning by doing
- 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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New!



THE EU YAN SANG WAY

Renewing a Century of Heritage

William Koh, National University of Singapore

The Eu Yan Sang Way traces how one man, with a deep belief in Traditional Chinese medicine (TCM), embarked on a mission to transform the company set up by his forefathers, and make TCM relevant in the 21st century. Richard Eu took over the helm of Eu Yan Sang in 1989 and began the arduous journey of growing the company into a household name in Singapore and Asia. This book provides insights into Richard Eu's leadership motivation and drive, and his courage and vision in turning Eu Yan Sang into a leading TCM company, and making its products relevant to modern day consumers. It also looks at the importance of effective human resource management and having the right organisational structure and culture to support business growth.

The key engine of growth at Eu Yan Sang is innovation, manifested in the form of its trusted health care products, the professional marketing of such products through the company's retail outlets and the provision of TCM clinical services at the same time.

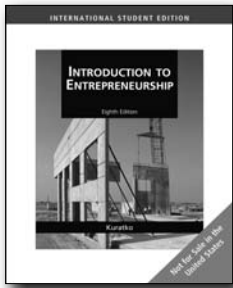
FEATURES

- Relevant and rich background information on the company provides an in-depth understanding of the company's philosophies, growth strategy and the leadership style of its Chief Executive Officer.
- Key features of the company's organisational structure and culture of Eu Yan Sang explain how these have supported its growth.
- Critical components of HR practices that support the company's growth strategy revealed.
- Detailed analysis of the senior management's leadership style that facilitated Eu Yan Sang's fast expansion in Singapore and the regional markets.

CONTENTS

1. Introduction. 2. Competitive Advantage and Strategy. 3. Human Resource Management at Eu Yan Sang. 4. Organisational Culture at Eu Yan Sang. 5. Organisational Structure and Design at Eu Yan Sang. 6. Conclusion: Leadership at Eu Yan Sang.

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**IE**

INTRODUCTION TO ENTREPRENEURSHIP, INTERNATIONAL EDITION, 8E

Donald F. Kuratko, *The Kelley School of Business, Indiana University - Bloomington*

INTRODUCTION TO ENTREPRENEURSHIP, 8e International Edition combines a practical, step-by-step approach with a theoretical foundation to form a basic framework for understanding the theory, process, and practice of entrepreneurship. Recognized for two decades as one of the leading books in the field, the aim of the text is to present the most current thinking in entrepreneurship as well as provide learners the opportunity to apply ideas and develop useful entrepreneurial skills. This edition has been updated to include current developments and issues in this explosive field.

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.

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.
- **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.
- **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.
- **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.

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!

IE

NEW VENTURE CREATION, INTERNATIONAL EDITION, 6E

Kathleen R. Allen, University of Southern California

NEW VENTURE CREATION, 6E, International Edition 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 sixth edition represents the most current thoughts, ideas, and practices in the field of entrepreneurship. Allen focuses on the pre-startup and startup 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 action plans, and 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.

NEW TO THIS EDITION

- Chapters 4 and 5 from the fifth edition have been merged to provide a tighter focus on business model development and the overview of feasibility analysis; the sixth edition now has eighteen chapters.

- The sixth edition has nine cases, six of which are new to this edition and reflect companies started and built since 2000. New cases include HomeRun.com (breaking into a saturated market), B2P Micro-Bioinformatics Technology (and its global expansion), Potion Inc. (challenges/benefits of outsourcing), 1-800-Autopsy (an unusual area for new business), Demand Media (creating a transformative business), and Google (corporate entrepreneurship and innovation in Silicon Valley).
- The content has been significantly updated to reflect current trends in the business of entrepreneurship, with more international and environmental/sustainability examples included.
- End-of-chapter material now includes an Action Plan section that prompts the reader with action items that need to be accomplished relative to the topics discussed in the chapter.
- Examples and data have been updated; many of the beginning Profiles, as well as a number of the boxed inserts, are new or have been revised to reflect current company data.
- All supplements have been updated to reflect the changes in this edition. New online features for this book include Cengage-brand technologies, such as WebTutor™ and CourseMate, and an interactive e-Book.

FEATURES

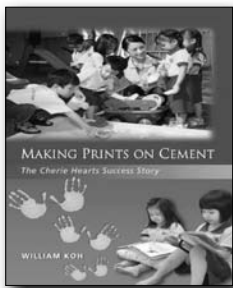
- Nine Case Studies (six new) reflect a wide variety of businesses and types of entrepreneurs. Most cases are followed by discussion questions. New cases include HomeRun.com, B2P Micro-Bioinformatics Technology, Potion Inc., 1-800-Autopsy, Demand Media, and Google. Command Audio and Crowne Inn were retained from the previous edition, as well as MySpace, which has been updated.
- Entrepreneur Profiles that begin each chapter provide real-life examples to illustrate the application of chapter concepts and to inspire readers. Smaller-scale examples are also scattered throughout the chapters to maintain the real-life tone of the book.
- Global Insights and Social Entrepreneurship: Making Meaning boxed inserts highlight additional examples, companies, and organizations that have taken a global or a socially responsible approach to entrepreneurship.
- The New Venture Action Plan serves as a reminder of the tasks that need to be completed at particular stages of the entrepreneurial process.

CONTENTS

PART ONE: THE OPPORTUNITY. 1. Introduction to Entrepreneurship. 2. Becoming an Entrepreneur. 3. Creativity and Opportunity. 4. Testing Business Concepts and Models. Case 1. Command Audio: Three Startups for the Price of One. Case 2. MySpace: The Rocky Evolution of a Social Media Company. PART TWO: ANALYZING FEASIBILITY. 5. Understanding the Market. 6. Understanding Product Development. 7. Building the Startup Team. 8. Understanding the Numbers. Case 3. HomeRun.com: Breaking into a Saturated Market. Case 4. The Crowne Inn: A Classic Case of a Family Business in Turmoil. PART THREE: ORGANIZING THE VENTURE. 9. Creating the Business

Plan. 10. Selecting the Legal Entity. 11. Establishing an Ethical & Socially Responsible Business. 12. Structuring an Entrepreneurial Venture. 13. Understanding Production and Operations. 14. Marketing. 15. Understanding Financing. Case 5. B2P: Micro-Bioformatics Technology and Global Expansion. Case 6. Potion Inc.: Outsourcing for the Future. PART FOUR: EVOLVING THE BUSINESS. 16. Understanding Capital. 17. Managing Growth. 18. Managing Change. Case 7. 1-800-Autopsy: Giving the Dead a Voice. Case 8. Demand Media: Creating a Transformative Business. Case 9. Corporate Entrepreneurship and Innovation in Silicon Valley: The Case of Google, Inc.

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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 Gurcharn'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.

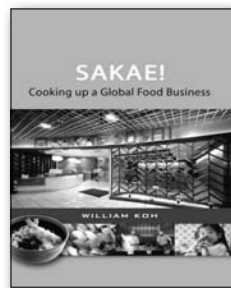
FEATURES

- Background information on the Group Executive Chairman of Cherie Hearts and his co-founder
- Key features of the organisational structure and culture of Cherie Hearts are discussed to show
- Critical components of HR practices are analysed to show how they complement the company's
- Detailed analysis of the senior management's leadership style that facilitated Cherie Hearts' rapid

CONTENTS

Preface. 1. Introduction. 2. Organisational Culture and Structure. 3. Building a Cherie Hearts Franchise. 4. Leadership. 5. Human Resource Management. 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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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. This book is meant for young budding entrepreneurs, undergraduates taking their basic management modules, graduate students taking their principles of management modules, as well as junior college students who are doing their principles

of management course. The text will help them better understand how to plan, organise, lead and grow a business.

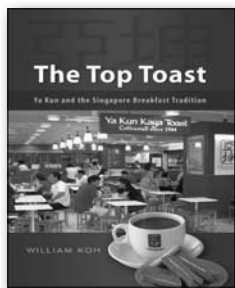
FEATURES

- 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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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

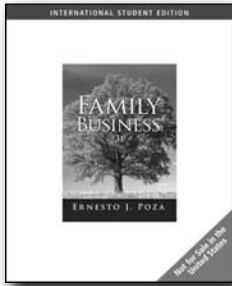
- Background information on the Executive Chairman of Ya Kun provides an in-depth understanding of his leadership philosophies.
- Organisational structure and culture of Ya Kun are examined to show how its structure and culture support its growth.
- Critical components of HR practices that support the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

CONTENTS

Contents. List of Figures and Tables. Acknowledgements. Preface. 1. Introduction. Company Profile. 2. Strategic Planning and Competitive Advantage. Planning Process. A Detailed Analysis of Ya Kun's Internal Capabilities. A Detailed Analysis of Ya Kun's External Environment Using Porter's Five Forces Model. Ya Kun's Competitive Strategies. Conclusion. 3. Organisational Structure and Design. Components of Ya Kun's Organisational Structure. Differentiation at Ya Kun. Integration at Ya Kun. Organisational Design Decisions – Bringing Everything Together. Impact of External Environment on the Management Process. Impact of Environmental Uncertainty on the Management Process. Recommendations. Conclusion. 4. Organisational Culture. Understanding the Culture at Ya Kun. Influence of the External Environment on Organisational Culture. Using the OCAI to Assess Ya Kun's Organisational Culture. Results from the OCAI. Recommendations for Building a Winning Culture. Conclusion. 5. Human Resource Management. Human Resource Practices. HR Configurations in SMEs. Models for HR Roles. Recommendations. Conclusion. 6. Leadership. The Ya Kun Vision. Adrin Loi's Personality Traits. Summary and Recommendations. Employee Empowerment at Ya Kun. Adrin Loi's Self Empowerment. Transformational Leadership. Recommendations. 7. Franchising Strategy. Description of Franchising at Ya Kun. Quality Management across Ya Kun Franchise. Secondary Literature on Franchising. Conclusion – What Lies Ahead. Appendices. Bibliography.

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FAMILY BUSINESS



IE

FAMILY BUSINESS, INTERNATIONAL EDITION, 3E

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.

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.
- Suggested web and video resources.
- 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.

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. 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. 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.

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HUMAN RELATIONS



IE

HUMAN RELATIONS, INTERNATIONAL EDITION, 11E

Barry L. Reece, *Virginia Polytechnic Institute and State University*; Rhonda Brandt, *Ozarks Technical Community College*; Karen Howie, *Northwestern Michigan College*

Teach your students the human relation skills they need to become successful managers in today's workplace

with one of the most widely used human relations texts available. 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. This comprehensive edition addresses topics of emerging importance with expanded coverage of generational differences. The text also explores goal-setting, the root causes of negative attitudes, the use of “branding” in the job market, technostress, and emotional intelligence. With HUMAN RELATIONS, 11E, International Edition, your students gain the insights, knowledge and relationship skills to deal successfully with the wide range of people-related challenges in business today.

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.
- **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 “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.
- **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&As” 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!

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HUMAN RELATIONS, INTERNATIONAL EDITION, 7E

Principles and Practices

Barry L. Reece, *Virginia Polytechnic Institute and State University*

This edition of *Human Relations: Principles and Practices, International Edition* 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 Seventh 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 and Revised opening and closing cases!
- **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.

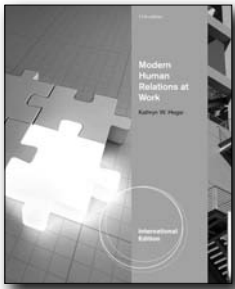
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- **EXERCISES EQUIP STUDENTS WITH PRACTICAL SKILLS FOR SUCCESS IN TODAY'S BUSINESS WORLD:** This market-leading text emphasizes effective communication and encourages self-development for future and current professionals. Contemporary insights into handling a wide range of people-related problems help students refine relationship skills. Students also develop effective strategies to resolve work/life tensions.
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CONTENTS

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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!

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MODERN HUMAN RELATIONS AT WORK, INTERNATIONAL EDITION, 11E

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, workplace violence, temporary workers, the glass ceiling, executive compensation, incentive programs, generational differences, emotional intelligence, new trends in job hunting, creativity and innovation, teams and team building, networking, job interviews, new technologies and social networking, productivity, absenteeism, alternative work schedules such as flextime and job sharing, coaching, career building, leadership, employee recognition, multitasking, employee candidate screening, talent management, workforce preparation, new thoughts on goal setting, using technology in the workplace, handling negative feedback, public speaking skills, 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, Air France, EX-MAN Company, W.L. Gore & Associates, Inc., Starbucks, Google, BroadwayBank, FedEx, Southwest Airlines, Butler Community College, Hyatt, GE, Wal-Mart, Chevron, Caterpillar, Inc., DecisionWise, Jesclon Group, Space-Management Company, Whole Foods Markets, 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. These assignments can be done individually or in teams. Topics covered include: ethics in the classroom, using recognition as an employee motivator, Sprauger's value model, risk taking, the value of networking, addressing workplace violence, problem solving, the role of a leader, pursuing your next degree, communication skills, coping with change, working for a multinational corporation, and more.
- This edition now includes a set of short 5- to 8-minute video clips that feature real-world applications of the theories presented in the book. Numi Teas, Evo Gear, Recycline, and Flight 001 are just some of the companies represented in these videos.
- A revamped Test Bank offers more challenging applications-based questions as well as fact-recall questions.

FEATURES

- Because human relations in the workplace is such a broad field encompassing so many topics, 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. The six parts of the book are: the foundation of human relations, social systems, technical systems, administrative systems, behavioral effectiveness, and human relations challenges in the future.
- 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

Preface. 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. Notes. Subject Index.

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HUMAN RESOURCE DEVELOPMENT



New Edition!

IE

HUMAN RESOURCE DEVELOPMENT, INTERNATIONAL EDITION, 6E

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

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

NEW TO THIS EDITION

- **THOROUGH UPDATE:** The sixth edition of this book has been updated to reflect the research and thinking on HRD theory and practice that has taken place since 2008. Information from more than 1,200 new sources has been added.
- **UPDATED CASES:** New cases include: strategic HRD efforts at Kasikorn Bank of Thailand in Chapter 1; learning and development at Caterpillar, Inc. in Chapter 3; Colliers International in Chapter 6; orientation at the Mayo Clinic in Chapter 8; customer service at Cisco Systems, Inc in Chapter 9; integrative case on wellness efforts at KPMG LLP is included in Chapter 11.; updated case and web assignment concerning global diversity efforts at IBM is included in Chapter 15.
- **UPDATED LEARNING STYLES COVERAGE IN CHAPTER 3:** An updated emphasis on individual learning styles and preferences, along with an updated discussion of how technology changes employee learning can be found in chapter 3.
- **NEEDS ASSESSMENT ACTIVITIES:** Revised discussions of needs assessment activities, especially in relation to changes caused

by technological advances can be found in chapter 4.

- **STAKEHOLDER APPROACH TO EVALUATIONS:** An emphasis on a stakeholder approach to HRD evaluation, an expanded Kirkpatrick evaluation framework, while maintaining the emphasis on the use of return on investment (ROI) and utility estimates for communicating HRD effectiveness (Chapter 7).
- **UPDATED COVERAGE OF COACHING AND PERFORMANCE MANAGEMENT:** In chapter 20 there is a revised opening case on coaching scenarios, plus updated coverage of both coaching and performance management, as well as a new experiential exercise concerning developing performance management competence.
- **CAREER DEVELOPMENT:** Updated discussion of the shifts occurring in career development, including the changing employment relationship, new models of career development, team-based career development, learning portfolios, and the individual's responsibility in career development, plus a new career planning exercise called "The five-year resume" (Chapter 12).
- **MANAGEMENT DEVELOPMENT:** There are updated discussions of the nature of managerial work, strategic management development, global management development, competency-based management education, ethics instruction in management education, leadership development (including transformational leadership and experience-based approaches).

FEATURES

- **CHAPTER-OPENING LEARNING OBJECTIVES, QUESTIONS, AND CASES:** Learning objectives and opening questions at the beginning of each chapter help focus attention on key chapter topics. 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 content may be used to address the issues in the case.
- **INTERESTING EXAMPLES, BOXED INSERTS, AND ILLUSTRATIONS:** Illustrations, examples, and boxed inserts throughout the book help readers better assimilate the information.

CONTENTS

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

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HUMAN RESOURCE MANAGEMENT



New Edition!

HUMAN RESOURCE MANAGEMENT, 7E

Strategy and Practice

Alan Nankervis, RMIT; Robert Compton, Australian Catholic University; Marian Baird, University of Sydney; Jane Coffey, Curtin University

Now endorsed by AHRI 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. Accompanied by new online study tools which help to reinforce concepts, apply critical thinking and enhance skills, the 7th edition of Human Resource Management: Strategy and Practice offers the complete learning experience required to succeed in human resource management.

NEW TO THIS EDITION

- 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

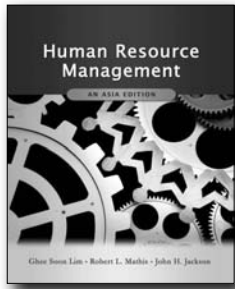
business context

- 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
- Tutorial activities promote group discussion and evaluation of chapter concepts. Work together to find the best solution
- A 6 month subscription to Search me! human resource management is provided with this text. Fast and convenient, this resource provides 24-hour access to full-text articles from hundreds of scholarly and popular journals as well as e-books, magazines and news papers including The Australian and The New York Times. Students can use the Search me! human resource management key terms listed at the end of each chapter to explore topics further and find current references for assignments.
- Visit the Human Resource Management: Strategy and Practice 7e ManagementCentral website through www.cengage.com/ss0 to further understanding of human resource management concepts and liven up study. Student resources include interactive quizzes, self-testing, online glossary, flashcards and crosswords.

CONTENTS

Part 1: HRM in context 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*; Dr. John H. Jackson, *University of Wyoming*

This is the Asian adaptation of Mathis and Jackson's textbook, *Human Resource Management, 12th Edition*. 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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New Edition!

11E

HUMAN RESOURCE MANAGEMENT, INTERNATIONAL EDITION, 11E

Steve Werner, *University of Houston*; Randall S. Schuler, *Rutgers University, GSBA Zurich*; Susan E. Jackson, *Rutgers University*

HUMAN RESOURCE MANAGEMENT, 11E, International Edition explains how successful companies manage human resources in order to compete effectively in a dynamic, global environment. Long known and respected as a tightly integrated, clear, higher-level text, HUMAN RESOURCE MANAGEMENT, 11E, International Edition presents strong organizing themes: teams, diversity, global issues, corporate social responsibility/ethics/sustainability, and metrics/analytics. These themes are highlighted in interesting boxed features throughout the eleventh edition. The text also follows an organizational 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 the eleventh edition is an emphasis on preparation for the PHR/SPHR certification exam.

NEW TO THIS EDITION

- HUMAN RESOURCE MANAGEMENT, 11E, International Edition

has always had a strong emphasis on ethics, but this construct has been expanded in the Eleventh edition to address all facets of Corporate Social Responsibility: Ethics, Sustainability, and Environmental issues. Numerous boxed features and other examples will support this new emphasis.

- One of the five themes of the text – Metrics – has now been broadened to include Analytics, giving students the ability to measure how effectively HR policies are functioning. Students will find additional material in the Metrics and Analytics boxed features and woven throughout the text.
- Many new and updated cases and examples reflect the very latest, most critical issues in HR. In addition, at least one new Current Issue, found in the final section of each chapter, has been updated or revised with new material.
- In this age of ever-increasing globalization, the Eleventh edition includes more examples of HR issues pertaining to multinational and international businesses.
- In response to users' requests, the Eleventh edition also features a new focus on preparation for the PHR/SPHR certification exam. The sequence of the chapters has been adjusted and the chapters have then been organized into parts to correlate with the exam, and the authors have added new material to many chapters that will help students prepare for this certification process.

FEATURES

- The eleventh edition'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 updated with new cases as well as additional examples scattered throughout the book. This gives students an opportunity to apply their knowledge and makes the information more relevant.
- Exciting topic coverage addresses the most critical issues in HR today: outsourcing and off-shoring; wage levels in different countries; new technologies; the recent economic crisis; 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.
- The Human Resource Triad feature describes the different roles of HR professionals, managers, and employees, and how they affect the design and implementation of HR practices.
- A section called Current Issues appears in every chapter (similar to the Human Resources Triad), addressing two current issues pertinent to that chapter's topic.

CONTENTS

Part I: STRATEGIC HRM. 1. Human Resource Management. 2. Understanding the Environment. Part II: STAFFING. 3. HR Planning. 4. Job Analysis. 5. Recruitment and Retention. 6. Selection. Part III: TRAINING AND PERFORMANCE. 7. Training and Development. 8. Performance Management. Part IV: TOTAL COMPENSATION. 9. Compensation. 10. Pay for Performance.

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INTERNATIONAL HUMAN RESOURCES MANAGEMENT, 5E

Peter Dowling; Marion Festing PhD, ESCP-EAP European School of Management, Berlin, Germany; Allen D. Engle, Sr. D.B.A., Eastern Kentucky University

International Human Resource Management is a new edition of this market-leading text. Two new authors, Marion Festing and Allen Engle, make this new edition even more international than its predecessors. Changes include more coverage of small & medium enterprises, new material on managing diversity and cross-cultural workforces, new material on off-shoring, particularly to India or China, and a new chapter on sustaining global growth and linking the international HR function more firmly to companies' strategic growth plans. In addition the new edition includes a wealth of case study material and class discussion material. A full instructor's website is available to adopters.

NEW TO THIS EDITION

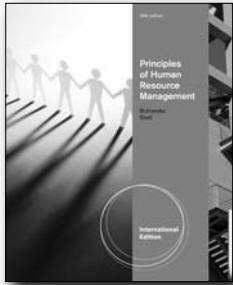
- Expanded coverage of globalization, strategic IHRM, and the management of expatriates
- Two brand-new authors with extended practical & academic international experience—a real international team
- Coverage of both MNCs and SMEs—SMEs are often overlooked in the IHRM literature
- More coverage of the effects of different cultures on companies & workforces
- More on outsourcing to different countries, off-shoring to countries such as India and China
- A new section on the attitudes of senior management
- A new chapter on sustaining global growth, linking the international HR function more firmly to a company's strategic growth plans

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 Cases Spanning the Globe Quality Compliance at the Hawthorn Arms Jaguar or Bluebird? A Jaguar or Bluebird? B Wolfgang's Balancing Act: Rewarding Healthcare Executives in a Dispersed yet Integrated Firm Strategic Forecasts and Staffing Formulation: Executive and Managerial Planning for Bosch-Kazakhstan Norge Electronics Case

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New Edition!

IE

PRINCIPLES OF HUMAN RESOURCE MANAGEMENT, INTERNATIONAL EDITION, 16E

George W. Bohlander, Arizona State University; Scott A. Snell, University of Virginia, Darden School of Business

Bohlander/Snell's popular PRINCIPLES OF HUMAN RESOURCE MANAGEMENT, 16E, 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 throughout this edition spotlight the latest developments and critical trends, while hands-on applications focus on practical tips and suggestions for success. This market-leading text demonstrates how HR impacts both individuals and organizations. The book's integrated learning system and comprehensive package, provide you more resources for effectively teaching your class. Look to the leader, PRINCIPLES OF HUMAN RESOURCE MANAGEMENT, 16E, International Edition to enable your students to develop the competencies that will help tomorrow's organizations create a sustainable competitive advantage through people.

NEW TO THIS EDITION

- NEW! Human Resource Management is not only essential in large corporations - it's just as important in small businesses and start-ups as well. To better train and inform students who are, or will be, applying HR concepts in a full range of business situations, the authors have enhanced their focus on small

businesses in this edition. Each chapter now includes a boxed feature called Small Business Application that explains how chapter concepts can be uniquely applied in a small business environment.

- NEW! Studies show that when reading textbooks, students need to be re-engaged every three to four pages. That's why every main sub-topic within a chapter now kicks off with a thought-provoking question. These questions encourage students to analyze and evaluate what they're reading as they're reading it, and more importantly, empowers students to apply the material to real-life situations.
- NEW! Because Web 2.0 technologies are now such a prevalent part of our lives, the authors have woven in examples of how HR professionals are using modern technology, such as social media and crowd sourcing, in the recruitment and selection of new candidates.
- NEW! Technology also plays a major role in the teaching of this course. An entirely new set of video cases and corresponding questions are now available. The book also includes updated Using the Internet column feature assignments.
- NEW! The 16th edition's Test Bank has been significantly upgraded with the inclusion of many more analysis and application-based questions.

FEATURES

- 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.
- "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).
- MORE RESOURCES FOR MANAGING HUMAN RESOURCES - Discover a wealth of support beyond the Instructor's Manual. The Teaching Assistance Manual is especially designed for new instructors, graduate assistants, and teachers wanting to generate more class discussion. You'll find valuable chapter overviews and outlines, material for class discussion and ongoing student interest, topics warranting special attention, and exercises and discussion topics for student involvement. Appendices focus on presenting materials, initiating and sustaining class discussion, quizzing, testing, and dealing with problems unique to new instructors.
- EMPHASIS ON THE MOST CURRENT PRACTICES AND ISSUES PROVIDE TIMELY UNDERSTANDING OF HR TODAY - Ensure your students are familiar with the most current HR practices and how to apply them with timely examples and special features, including "how-to" tips within this edition. 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.

CONTENTS

Preface. Part I: HUMAN RESOURCE MANAGEMENT IN PERSPECTIVE. 1. An Overview of Human Resources Management. 2. Human Resources: Strategic Planning. Part II: MEETING HUMAN RESOURCES REQUIREMENTS. 3. The Legal Environment: Equal Employment Opportunity. 4. The Analysis and Design of Work. Part III: DEVELOPING EFFECTIVENESS IN HUMAN RESOURCES. 5. Human Resource Planning and Recruitment. 6. Selection and Placement. 7. Training Employees. 8. Evaluating and Enhancing Employee Performance. Part IV: IMPLEMENTING COMPENSATION AND SECURITY 9. Developing a Compensation Plan. 10. Rewarding Performance. 11. Creating a Benefits Package. 12. Employee Health and Safety Issues. Part V: ENHANCING EMPLOYEE MANAGEMENT RELATIONS. 13. Discipline and Employee Rights. 14. Collective Bargaining and Labor Relations. Part VI: EXPANDING HUMAN RESOURCES MANAGEMENT HORIZONS. 15. Managing Human Resources on a Global Scale. 16. Integrated Human Resources. Brief Cases. Integrative Cases.

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IE

STRATEGIC MANAGEMENT OF HUMAN RESOURCES, INTERNATIONAL EDITION, 3E

Jeffrey A. Mello, Towson University

STRATEGIC MANAGEMENT OF HUMAN RESOURCES, 3e, International Edition offers a truly innovative, integrative framework that examines the traditional functional HR areas from a strategic perspective. This text is organized into two sections. The first section, Chapters 1-7, examines the context of strategic HR and develops a framework and conceptual model for the practice of strategic HR. The second section, Chapters 8-14, examines the actual practice and implementation of strategic HR through a discussion of strategic issues that need to be addressed while developing specific programs and policies related to the traditional functional areas of HR. Both the integrative framework that requires linkage between and consistency among these

functional HR activities and the approach toward writing about these traditional functional areas from a strategic perspective distinguish the text from what is currently on the market.

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.
- **UPDATES TO PART 1:** Significant new content has been added in each of the fourteen chapters. Chapter 1 has a new section on HR metrics. Chapter 2 has greatly enhanced coverage of diversity and ethics along with a new section on corporate social responsibility and sustainability. Chapter 3 has new sections on innovation/creativity and privatization as components of strategy. Chapter 4 has a new discussion of employee engagement as a component of HR strategy. Chapter 5 contains enhanced material on succession planning and a new section on mentoring. Chapter 6 now incorporates technology, previously contained in Chapter 2, and has enhanced discussion of offshoring and mergers and acquisitions and a new section on social networking. Chapter 7 has expanded coverage of employment-at-will, updates on the Americans with Disabilities Act and Family and Medical Leave Act, and a new section on trends in employment litigation.
- **UPDATES TO PART 2:** Significant new content has been added in each of the fourteen chapters. Chapter 8, in part two, has enhanced material on assessment as well as new section on trends in staffing and documentation of employment eligibility. Chapter 9 has a new section on organizational development. Chapter 10 has a more detailed discussion on performance feedback versus performance appraisal. Chapter 11 has additional material on executive compensation and a new section on salary compression. Chapter 12 has expanded coverage of labor history in the United States. Chapter 13 has enhanced material on retention. Chapter 14 has new sections on Canada, Mexico, India, and China.

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

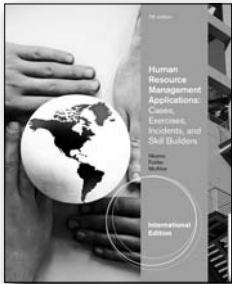
its perspective and will meet a high demand among faculty, students, and practitioners who have been looking for a truly strategic approach.

- 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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IE

HUMAN RESOURCE MANAGEMENT APPLICATIONS, 7E

Cases, Exercises, Incidents, and Skill Builders, International Edition

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

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. A new Correlation Chart in the revised Instructor's Manual corresponds with other leading Cengage Learning introductory HR texts makes this edition's valuable cases and applications easy to integrate into your introductory HR course. An emphasis on problem solving and decision making throughout the exercises make HUMAN RESOURCE MANAGEMENT APPLICATIONS, 7E, International

Edition ideal for any level of study. New and updated cases and applications drawn from actual current events highlight a variety of organizations and industries, including today's growing service sector. The book reinforces topics most critical to today's HR manager as it helps you strengthen your students' hands-on experience to better meet the challenges of HRM today.

NEW TO THIS EDITION

- **NEW CASES AND APPLICATIONS REFLECT INDUSTRY CHANGES AND TRENDS MOST IMPORTANT FOR TODAY'S HR STUDENTS.** 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. Students study the most recent industry changes, changes in employment laws, and areas of specific interest, such as environmentally friendly HR policies, security breaches, work and family issues, the use of social networking in the selection process, executive compensation, and same-sex benefits.
- **NEW TIME-SAVING CORRELATION GUIDE CONNECTS CONTENT TO POPULAR HR TEXTS.** To save you time, this edition's Instructor's Manual provides a new Correlation Guide that allows you to see at a glance where to incorporate items from Nkomo/Fottler/ McAfee's HUMAN RESOURCE MANAGEMENT APPLICATIONS, 7E, International Edition into your course when you are using a Cengage Learning Human Resource Management text.

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.

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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HUMAN RESOURCE MANAGEMENT, 4E

Alan Price, HRM Guide Network

Now in its fourth edition, Human Resource Management provides a comprehensive introduction to the key issues shaping HRM today. The book explores the complex relationships between HRM and a range of other organizational functions and encompasses the business, public and voluntary sectors. Using a wealth of global real world examples, the text analyses HRM from a number of illuminating practical and theoretical perspectives. With a new and improved structure, the text is now organised around four essential perspectives: environmental, organizational, strategic and operational.

The fourth edition offers increased coverage of ethics and diversity, knowledge management and talent management. Highly topical coverage of how HRM has been affected by the global financial crisis and of how HRM is practiced in the world's developing economies has also been incorporated. This book emphasises the operational realities of HRM within the wider business context, demonstrating the practical application of key HRM concepts.

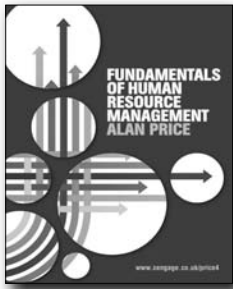
FEATURES

- The fourth edition's new structure provides an improved guide through the topics and enables easy navigation
- Over one hundred 'HRM in Reality' articles and questions relate the topics under discussion to HRM as actually practiced within organisations
- End of chapter case studies present HRM in a global context in order to stimulate critical analysis, discussion and reflection on the issues raised within each chapter
- Updated learning features including 'Learning Objectives', 'Key Concept' boxes and an extensive glossary provide maximum support to the learning process
- End of chapter features including 'Chapter Summaries', 'Review Questions' and 'Further Reading' encourage critical engagement with the topic
- Extensive online support materials, including multiple choice questions, PowerPoint slides and an Instructor's manual are available for this text.

CONTENTS

PART ONE: INTRODUCTION TO HRM 1 Managing people 2 The concept of HRM 3 HRM in practice PART TWO: HRM AND THE BUSINESS ENVIRONMENT 4 HRM and the global economy 5 HRM and the job market 6 International perspectives: culture, the state, human capital and ethics 7 Flexibility, work-life balance and wellness PART THREE: ORGANIZATIONAL HRM 8 HRM and organizational structure 9 Growth, culture and knowledge 10 Employee engagement PART FOUR: STRATEGIC HRM 11 People strategies 12 Change strategies 13 Resourcing strategies PART FIVE: TALENT MANAGEMENT 14 Recruitment 15 Employee selection 16 Performance management 17 Reward management 18 Human resource development PART SIX: EMPLOYEE RELATIONS 19 Promoting diversity 20 Managing conflict

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New!

FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

Alan Price, HRM Guide Network

Fundamentals of Human Resource Management provides a succinct yet comprehensive overview of the key issues shaping HRM today. The book explores the complex relationships between HRM and a range of organizational functions and encompasses the business, public and voluntary sectors. Using a wealth of real world examples, the text analyses HRM from a number of illuminating practical and theoretical perspectives. The book is arranged around four essential perspectives: environmental, organizational, strategic and operational. The text offers extensive coverage of contemporary HRM topics including ethics and diversity, knowledge management, and talent management. Highly topical coverage of how HRM has been affected by the global financial crisis and of how HRM is practiced in the world's developing economies is incorporated throughout. This book emphasises the operational realities of HRM within the wider business context, demonstrating the practical application of key HRM concepts.

FEATURES

- The text's concise and well-organised coverage provides a highly accessible introduction to HRM.
- Over one hundred 'HRM in Reality' articles and questions relate the topics under discussion to HRM as actually practiced within organisations,
- End of chapter case studies present HRM in a global context in order to stimulate critical analysis, discussion and reflection on the issues raised within each chapter.
- Updated learning features including 'Learning Objectives', 'Key Concept' boxes and an extensive glossary provide maximum support to the learning process.
- End of chapter features including 'Chapter Summaries', 'Review Questions' and 'Further Reading' encourage critical engagement with the topic.
- Extensive online support materials, including multiple choice questions, PowerPoint slides and an instructor's manual.

CONTENTS

1 Introducing human resource management 2 HRM and the job market 3 International HRM 4 Strategic HRM 5 Promoting diversity 6 Recruitment 7 Employee selection 8 Performance management 9 Human resource development 10 Reward management 11 Flexibility, work-life balance and wellness 12 Managing conflict

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New!

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. Captivating learning features, such as "HR in the 21st Century," highlight important challenges facing managers and employees in today's business climate. Opening and Closing Cases explore real companies and organizations in-depth and delve into some of today's most effective, unique approaches in dealing with HR issues. Memorable quotes woven throughout the text put voice to the critical concepts covered in each chapter. Time-saving Instructor Prep Cards and powerful supplements, as well as a full suite of online learning aids for students, help ensure you have the resources at your fingertips to keep students motivated and excited about HR.

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

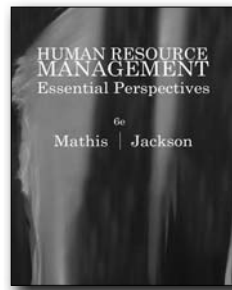
assets were developed based on input from student focus groups and surveys as well as from interviews with nearly 100 faculty and students. The result is a collection of study and teaching tools that meet the needs of you and your students unlike any other HR text.

- **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.
- **COMPREHENSIVE SUPPLEMENT PACKAGE PROVIDES KEY CONTENT AND USEFUL RESOURCES THAT ARE SECOND TO NONE:** You'll find all of the powerful, time-saving resources you need to support your HR course, including a convenient Instructor's Resource CD, Instructor's Resource Manual, ExamView® Test Bank for electronic testing, PowerPoint® Slides, DVDs to bring concepts to life, CourseMate Instructor's Website, and WebTutor® course cartridges.

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!

HUMAN RESOURCE MANAGEMENT, 6E Essential Perspectives

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

Recognized authors Robert Mathis and John Jackson have condensed the best from their market-leading HUMAN RESOURCE MANAGEMENT, 13th Edition, to bring you a concise essentials text that's easy to use and an economical choice. This edition reviews today's most important laws and regulations and addresses the information most often used by human resource professionals. The authors focus on the coverage most important for students preparing for HR certification exams with a solid introduction to HR concepts and practices that are applicable for practicing HR professionals in numerous industries.

NEW TO THIS EDITION

- **NEW:** Chapter 1 is reorganized to improve the flow of topics, with early coverage of organizational coverage and ethics, and the addition of coverage of the effects of the recession on jobs.
- **NEW:** EEO and Diversity (previously chapter 3) is moved up as chapter 2, and reorganized with diversity issues covered earlier in the chapter, and with new sections on Nepotism, romance in the workplace, and genetic bias regulation.
- **NEW:** The previous edition's chapter 2 is now chapter 3, and includes an expanded section on job satisfaction, employee turnover is covered earlier in the chapter, a new section on HR planning is introduced to cover assessment of the internal and external workforce, and planning/forecasting HR supply and demand.
- **NEW:** Chapter 4 on Training and Talent Management includes new sections on Planning for Training and on Planning for Global Strategies, and an expanded section on talent management.
- **NEW:** Chapter 7 is re-titled as Total Rewards and Compensation, and includes new sections on pay secrecy, statistical analysis, and competency-based pay.
- **NEW:** Chapter 8 is revised to include expanded coverage of sales compensation, expanded sections on Benefits Plan Design and on Increases in Health Benefit Costs, a new section on mini-medical plans, and an expanded section on Pension Plan Concepts.

- NEW: Chapter 9's section on The Current State of Health, Safety, and Security is updated to include employers' use of EPLI and mandatory arbitration, and a section on Absenteeism is added to this chapter.
- Each chapter has been brought up to date on any changes in the HR research or the law that has transpired since the previous edition.

CONTENTS

1. Human Resource Management's Role and Strategic Nature. 2. Equal Employment Opportunity and Diversity. 3. Individuals/HR Planning/Job Analysis. 4. Staffing: Recruiting and Selection. 5. Training and Talent Management. 6. Performance Management and Appraisal. 7. Total Rewards and Compensation. 8. Variable Pay and Benefits. 9. Risk Management and Employee Relations. 10. Union/Management Relations.

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HUMAN RESOURCE SELECTION



IE

SELECTION IN HUMAN RESOURCE MANAGEMENT, INTERNATIONAL EDITION, 7E

Murray Barrick, Texas A&M; Hubert S. Feild, Auburn University; Robert Gatewood, University of Georgia

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: This edition's new Chapter 7 focuses on HR recruitment and combines previous Chs. 7 and 8, as well as Appendix 7a, to highlight the special qualifications

and personal attributes candidates need for a job. A new Chapter 9 covering Application Forms combines key concepts found in two chapters (Chs. 9 and 10) from the previous edition.

- NEW COVERAGE COMPARES THE SELECTION OF EXTERNAL VERSUS INTERNAL JOB CANDIDATES FOR POSITIONS: Based on feedback from instructors like you, new coverage in Chapter 1 contrasts the advantages, disadvantages, challenges and risks involved in selecting a job candidate from outside of the organization compared to promoting an existing employee from within the organization.
- NEW COMPARISON OF RESEARCH FINDINGS HIGHLIGHTS SELECTION AND EXAMINES THE IMPLICATIONS OF RECENT SUPREME COURT DECISIONS: Chapter 1 now describes the comparison of research findings in selection and the practice of selection. In Chapter 2, students have new opportunities to discuss and examine some of today's most recent Supreme Court decisions and their implications on practices, such as Frank Ricci, et al. vs. John Destefano, et al. and Jack Gross vs. FBL Financial Services.
- NEW MATERIAL THOROUGHLY EXPLORES INTERNET TESTING AND PROCTORED AS WELL AS UNPROCTORED TESTING: New material within Ch. 11 discusses the Internet testing of mental ability as well as proctored versus unproctored testing. In addition, new discussion in Ch. 13 examines recent findings about Situational Judgment Tests.
- ENHANCED COVERAGE OF PERSONALITY AND PREDICTIVE VALIDITY BETTER PREPARES FUTURE AND CURRENT PRACTITIONERS: New coverage in Ch. 12 helps your students gain a better understanding of personality and predictive validity as well as the role of observer ratings, recommendations, and criteria for use across jobs.

FEATURES

- BALANCED, COMPREHENSIVE APPROACH CLEARLY PRESENTS TOPICS OF SELECTION: Both students and today's practitioners find a thorough coverage of selection that prepares them for success with this edition's clear, complete presentation.

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



New Edition!

GLOBAL (WITH PRINTED ACCESS CARD), 2E

Mike Peng, University of Texas at Dallas

Created through a “student-tested, faculty-approved” review process, GLOBAL, 2E is an engaging and accessible solution to accommodate the diverse lifestyles of today’s learners at a value-based price. *GLOBAL, 2E* 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 on global business made by Japan’s recent “triple” disaster and the escalating violence in Libya. This edition’s comprehensive set of cases from Mike Peng and other respected international experts examines how companies throughout the world, including South Africa’s SABMiller, China’s Pearl River, and India’s Tata Motors, have expanded globally. All-new video cases, world maps that connect geography to business decisions, and unique global debate sections that draw students into cutting-edge discussions help you teach students to think independently and view business challenges from a truly global perspective.

NEW TO THIS EDITION

- NEW “PENG ATLAS” MAPS EMPHASIZE THE GEOGRAPHICAL DIMENSION OF INTERNATIONAL BUSINESS. These unique maps in the text highlight European and world geography that corresponds with the text concepts and address wide-ranging topics such as emerging economies, imports/exports, CO₂ emissions, and the flow of FDI. The Chapter in Review cards at the back of the book have review questions that correspond with the maps and further emphasize the impact of geography on business decisions.

- NEW CASES EXAMINE THE GLOBAL EXPANSION OF TODAY’S SUCCESSFUL FIRMS. Several new opening cases, closing cases, and In Focus cases feature familiar brands or firms, including Avon, Barbie/Mattel, Amazon, Kikkoman, Opel, Danone, and Tata Motors.
- ENTIRELY NEW SET OF VIDEO CASES PROVIDES YOUR STUDENTS WITH A CURRENT GLOBAL PERSPECTIVE. Insightful interviews with an array of noted international business leaders provide a true global perspective that draws students into the action. These engaging videos provide insights from leaders such as E. Neville Isdell of Coca-Cola, Sir David Bell of Pearson, and Lord Kalms of Dixons Group, as well as management academics, including Philip Kotler of Northwestern University and Andrew Kakabadse of Cranfield University.

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.
- Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course.
- Chapter In Review Cards at the back of the Student Editions provide students a portable study tool containing all of the pertinent information for class preparation.
- Instructor Prep Cards at the back of the Instructor’s Edition make preparation simple with detachable cards for each chapter, offering a quick map of chapter content, a list of corresponding PowerPoint and video resources, additional examples, and suggested assignments and discussion questions to help you organize chapter content efficiently.
- 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 downloads, video podcasts, and more are only a click away.
- All of the content and resources you expect with a supplements package that is second to none including the Instructor’s Resource DVD, comprising an instructor’s manual, ExamView(r) computerized test bank, PowerPoint(r) slides, and as well as all new videos, and a CourseMate web site with interactive study tools, including Powerpoint slides, flash cards and quizzes, learning games, and learning objectives for quick review; and more.

CONTENTS

PART I: LAYING FOUNDATIONS. 1. Globalizing Business. 2. Understanding Politics, Laws, & Economics. 3. Emphasizing Cultures, Ethics, & Norms. 4. Leveraging Resources & Capabilities. PART II: ACQUIRING TOOLS. 5. Trading Internationally. 6. Investing Abroad Directly. 7. Dealing with Foreign Exchange. 8. Capitalizing on Global & Regional Integration. PART III: MANAGING AROUND THE WORLD. 9. Growing & Internationalizing the Entrepreneurial Firm. 10. Entering Foreign Markets. 11. Making Alliances & Acquisitions Work. 12. Strategizing, Structuring, & Learning

Around the World. 13. Managing Human Resources Globally. 14. Managing Corporate Social Responsibility Globally.

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GLOBAL BUSINESS, INTERNATIONAL EDITION, 2E

Mike Peng, University of Texas at Dallas

Introduce your students to success in global business today with a strategic approach to international business topics and unique coverage not found in other texts. 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.

NEW TO THIS EDITION

- NEW “PENG ATLAS” SECTIONS EMPHASIZE THE GEOGRAPHICAL DIMENSION OF INTERNATIONAL BUSINESS. These unique sections at the end of each part in the text highlight European and world geography that corresponds with the text concepts. Four to six maps in each atlas address wide-ranging topics such as emerging economies, imports/exports, CO₂ emissions, and the flow of FDI. End-of-chapter review questions correspond with the maps and further emphasize the impact of geography on business decisions.
- SUBSTANTIAL NEW SECTION ON CORPORATE FINANCE PROVIDES UNIQUE EVIDENCE-BASED INSIGHTS NOT FOUND IN OTHER BOOKS. In response to requests from instructors like you, author Mike Peng has added significant new coverage of corporate finance in Chapter 16 to better prepare students for today's world business.
- NEW EXTENDED, INTEGRATED CASES EXAMINE THE GLOBAL EXPANSION OF TODAY'S SUCCESSFUL FIRMS. To keep this edition totally current, seven new extended, integrative cases focus on the global expansion of firms, such as Mary Kay (US), Huawei (China), and Embraer (Brazil). Cases also address global industries, such as ethanol production and motion pictures. Dozens of new shorter opening cases, closing cases, and In

Focus cases feature familiar brands or firms, including Avon, Barbie/Mattel, Amazon, Kikkoman, Opel, Danone, Li & Fung, Nomura, and Tata Motors.

- ENTIRELY NEW SET OF 50 LESSONS VIDEO CASES PROVIDES YOUR STUDENTS WITH A CURRENT GLOBAL PERSPECTIVE. Insightful interviews with an array of noted international business leaders provide a true global perspective that draws students into the action. These engaging videos provide insights from leaders, such as E. Neville Isdell of Coca-Cola, Jean Sweeney of 3M, and Lord Kalms of Dixons Group, as well as management academics, including Philip Kotler of Northwestern University and Andrew Kakabadse of Cranfield University.

FEATURES

- UNIQUE STRATEGIC PERSPECTIVE GIVES STUDENTS A BETTER UNDERSTANDING OF WHY FIRMS SUCCEED IN HIGHLY COMPETITIVE GLOBAL ENVIRONMENTS. This edition continues its unique coverage, asking the big question, “What determines the success and failure of firms around the globe?” The book highlights the managerial implications of global business with integrated coverage from an institution-based view (IBV) and resource-based view (RBV) not offered in other texts.
- MORE THAN 50 CASES CONTRIBUTED BY PROFESSIONALS AROUND THE WORLD CHALLENGE STUDENTS' GLOBAL PERSPECTIVES. Woven throughout this edition, a variety of engaging cases brings concepts into practical perspective. An international team of global business scholars as well as a variety of successful practitioners have contributed to this most extensive set of cases, providing varying authoritative perspectives on contemporary issues. In addition, video cases narrated by business leaders from across the globe demonstrate actual global practices in action.
- DEBATES AND EXTENSIONS SECTIONS IN EVERY CHAPTER ENGAGE STUDENTS IN CUTTING-EDGE DEBATES AND ENCOURAGE THEM TO THINK CRITICALLY. These captivating discussions highlight how global business is a dynamic organism that is constantly changing. The Savvy Manager features that follow focus on important lessons for students pursuing interests in strategic management.

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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 Intoodka (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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INTERNATIONAL BUSINESS

Mike Peng, University of Texas at Dallas; Klaus Meyer, School of Management, University of Bath

Mike Peng and Klaus Meyer have direct, first-hand, experience of researching and teaching in Europe, Asia and North America. This combined experience makes them uniquely qualified to write this textbook, which offers a comprehensive and accessible introduction to international business that starts from Europe but ultimately encompasses the globe. The text's comprehensive coverage is accessibly arranged around one central question and two core perspectives. The central question is – what determines the success and failure of firms around the globe? Institutional and resource-based perspectives are utilised to answer this question. Throughout the text the very latest scholarly research is used to facilitate successful learning of the key concepts, in order to engage students with the historical context and recent global developments. International Business has been shortlisted for the 2011/12 CMI Management Book of the Year award in the ebook category. More information about the CMI and the competition can be found here <http://yearbook.managers.org.uk/index5.htm>.

FEATURES

- Over 100 cutting-edge case studies and In-focus boxes illustrate key concepts with real real-life European and worldwide examples. The cases studies reference over 30 countries on four continents
- End of chapter features, including 'Debates and Extensions', 'Implications for Practice' and discussion questions, encourage critical engagement with topics.
- A strong pedagogical framework, including learning objectives,

margin notes and glossary terms, provides maximum support to the learning process.

- Online support for lecturers and students include: Instructor's Manual, ExamView Test Bank, PowerPoint Slides, Revision Quizzes and Glossary are available at: www.cengage.co.uk/pengmeyer
- New CengageNOW course management system accompanies the text, providing students and lecturers with a powerful online learning program

CONTENTS

PART I: FOUNDATIONS 1 Globalizing Business 2 Formal Institutions: Economic, Political and Legal Systems 3 Informal Institutions: Culture, Religion and Languages 4 Firms Resources: Competitiveness and Growth PART II: BUSINESS ACROSS BORDERS 5 Trading Internationally 6 Investing Abroad Directly 7 Exchange Rates PART III: GLOBALIZATION 8 European Integration 9 Global Integration and multilateral organizations 10 Global Social Responsibility PART IV: THE FIRM ON THE GLOBAL STAGE 11 Starting International Business 12 Foreign Entry Strategies 13 Competitive Dynamics 14 Building Global Strategies PART V: OPERATIONS IN THE GLOBAL MNE 15 Structuring and Organizing MNEs 16 International Human Resource Management 17 International Marketing and Supply Chain Management PART VI: INTEGRATIVE CASES

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INTERNATIONAL BUSINESS, 7E

Michael R. Czinkota, Georgetown University; Ilkka A. Ronkainen, Georgetown University; Michael H. Moffett, Thunderbird, The American Graduate School of International Management

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.

NEW TO THIS EDITION

- 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.
- 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.

FEATURES

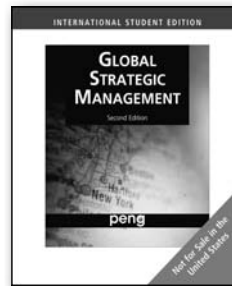
- Updated Cases and Examples: New cases, as well as updated opening vignettes, and boxed features.
- Opening Vignettes: A vignette at the opening of each chapter provides a real world example relating to the topics to be covered within that chapter.
- Cases: 16 Cases and application questions encourage 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.
- Internet Exercises: These end-of-chapter exercises require students to access and utilize related web based material.

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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



IE

GLOBAL STRATEGIC MANAGEMENT, INTERNATIONAL EDITION, 2E

Mike W. Peng, University of Texas at Dallas

GLOBAL STRATEGIC MANAGEMENT is the first textbook of its kind specifically written for the Capstone Management course for International Business programs and Strategic Management courses with a global emphasis. While the few other available international strategy texts focus on how to manage larger, multinational enterprises, Mike Peng's GLOBAL STRATEGIC MANAGEMENT, 2e International Edition, offers several new perspectives. These include a broadened definition of "global strategy"; comprehensive and innovative coverage; in-depth and consistent explanations of cutting-edge research; and an interesting and accessible way to engage students. The text uses the "strategy tripod"--analyzing strategy from the industry-, institution-, and resource-based views--to answer the question: What determines the success or failure of firms around the globe?

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

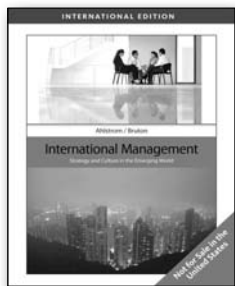
or three key debates at the end of each chapter, revealing that these concepts are not set in stone and motivating students to ask thoughtful questions.

- 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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IE

INTERNATIONAL MANAGEMENT, INTERNATIONAL EDITION

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. Students are presented with the fundamental theories of international management so they will be prepared to make decisions in any business situation. These theoretical issues are supplemented and

reinforced with an array of real-world, concrete models of the many educational, sociological, legal-political, and cultural constraints they will undoubtedly face during a career in international business. Because of its global nature, *INTERNATIONAL MANAGEMENT, International Edition* is a good choice for business students around 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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IE

STRATEGIC INTERNATIONAL MANAGEMENT, INTERNATIONAL EDITION, 5E

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

STRATEGIC INTERNATIONAL MANAGEMENT, 5e, International Edition remains the first international management text to offer students a thorough review and analysis of the latest research on international management by using a strategic perspective. Authors K. Praveen Parboteeah and John B. Cullen use strategy as a unifying theme to explore the global economy and the impact of managerial decisions, teaching students to approach

international management with a strategic mindset. The text examines comparative management issues, revealing the strengths and weaknesses of competitors and how to adapt organizational practices. It also covers the key topics of formation and implementation of strategies in the global environment, the building of strategic alliances, negotiation and cross-cultural communication, international human resource management, and business ethics. In addition, STRATEGIC INTERNATIONAL MANAGEMENT, 5e, International Edition discusses how cultural differences affect strategies and operations, giving students an appreciation for how social institutions—such as the economic system, the political system, the education system, and religion—play an important role in any multinational operation. With a distinctive strategic approach, up-to-the-minute coverage, real-world examples, and innovative resources, STRATEGIC INTERNATIONAL MANAGEMENT, 5e, International Edition helps students develop the essential skills required to formulate and implement successful strategies in the competitive global environment.

NEW TO THIS EDITION

- STRATEGIC INTERNATIONAL MANAGEMENT, 5e, International Edition offers instructors the latest research, examples, and statistics available in multinational management, providing the most accurate and up-to-date information possible.
- STRATEGIC INTERNATIONAL MANAGEMENT, 5e, International Edition 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.
- Authors K. Praveen Parboteeah and John B. Cullen provide instructors with their effective research on the social institutions of work values and international recruiting.
- STRATEGIC INTERNATIONAL MANAGEMENT, 5e, International Edition 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.

FEATURES

- STRATEGIC INTERNATIONAL MANAGEMENT, 5e, International Edition 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.
- STRATEGIC INTERNATIONAL MANAGEMENT, 5e, International Edition 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.

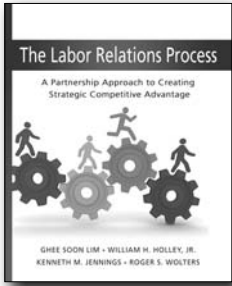
- The updated edition of STRATEGIC INTERNATIONAL MANAGEMENT, 5e, International Edition discusses how cultural differences affect strategies and operations, giving students an appreciation of how social institutions—such as the economic system, the polity, the education system, and religion—play an important role in any multinational operation.
- The authors of STRATEGIC INTERNATIONAL MANAGEMENT, 5e, International Edition provide end-of-book cases, integrative end-of-part cases, and a variety of boxed features to give students the opportunity to develop critical-thinking and problem-solving skills.
- STRATEGIC INTERNATIONAL MANAGEMENT, 5e, International Edition features a multitude of innovative resources for students, including the Electronic Study Tools Web site, dynamic practice quizzes, electronic flash cards, a PowerPoint presentation, key terms, and more.

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



New!



THE LABOR RELATIONS PROCESS A Partnership Approach to Creating Strategic Competitive Advantage

Ghee Soon Lim ; William H. Holley ; Kenneth M. Jennings ; Roger S. Wolters

Labor relations management includes managing both unionized and non-unionized employees. It plays a critical role in determining not only a company's competitiveness but also that of an industry, a city, and a country. However, as psychological, legal, historical, political, economic, ecological, and other factors shape the nature of the relationship between labor and management, it is extremely difficult for leaders of a company, industry, city, and country to get the management approach 'right' and to see the results immediately. This contextualized textbook adds value in this regard by piecing together a model of progressive and creative labor movement based on the experiences of Singapore.

The transformation that has taken place in Singapore's industrial relations system in the past decades, and the remarkable improvement in global competitiveness of the Singapore economy provide valuable lessons that one can learn from the Singapore model. As we learn more from various approaches to managing the tricky subject of labor relations, we will be able to sift out 'what works in one country but not in others' as well as 'what works in one country and also in another'.

FEATURES

- Integrates theoretical/evidence-based arguments with practical/psychological considerations.
- Streamlines presentations revolving around a referencing (Singapore) model with due considerations for cross-national differences vis-à-vis the U.S. and other countries.
- Combines both the macro-level environmental forces at work and the micro-level details that form the basis for decision making on the part of labor and management.
- Critical reviews, insightful conjectures, and confident predictions based on the author's personal involvement in this very-hard-to-grapple-with subject matter makes discussions

concrete, meaningful, provocative, interesting and memorable.

CONTENTS

Part 1 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 2 The Bargaining 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 3 Administering the Labor Agreement 10. Contract Administration. 11. Labor and Employment Arbitration. 12. Employee Discipline. Part 4 Applying the Labor Relations Process to Different Labor Relations Systems< 13. Labor Relations in the Public Sector. 14. Labor Relations in Multinational Corporations and Other Countries.

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New Edition!

IE

THE LABOR RELATIONS PROCESS, INTERNATIONAL EDITION, 10E

William H. Holley ; Kenneth M. Jennings ; Roger S. Wolters

As recognized arbitration experts around the world, the authors of THE LABOR RELATIONS PROCESS, 10E, International Edition bring nearly a century of combined experience with the labor movement, labor relations, and collective bargaining to this popular text. Packed with real-world examples and quotes from practitioners in the field, THE LABOR RELATIONS PROCESS, 10E, International Edition explores labor's history from inception to current and emerging trends, touching on government, white-collar, and international contexts for an unmatched perspective of the topics. Chapters include in-depth analyses of the relationship between management and labor, including key participants in the processes, and the rights and responsibilities of each. Labor agreements, collective bargaining, contract administration, arbitration, and other critical issues and processes highlight the complex, exciting nature of organized labor, and introduce students to the many professional opportunities available to them today.

NEW TO THIS EDITION

- **Enlightening Scenarios:** Put a human face on abstract concepts with these chapter-opening scenarios, which detail real-world experiences in labor relations.
- **An All-New Simulation:** Challenge students to put theory into practice with the 10th Edition's all-new, hands-on, simulation tool, which walks students through every step of the contract negotiation process.
- **Updated Statistics and Discussions:** Thoroughly documenting the changes in unions throughout the U.S., THE LABOR RELATIONS PROCESS, 10E, International Edition explores issues such as the public's evolving perceptions, modern union statistics, mergers and attrition, unions operating like corporations, and more.
- **Emerging Trends:** Updates to THE LABOR RELATIONS PROCESS, 10E, Inter 9780538468282 national Edition present the most topical issues in labor relations, including labor law reform, the global economy, technological advances, and the recent recession's effects on unions, as well as key updates to current U.S. legislation.
- **New End-of-Chapter Cases and Exercises:** All-new, in-text examples and cases address unauthorized aliens, relationship management, employing union members in non-union work environments, card check recognition agreements, mileage reimbursement, and a firm's change in ownership, among other important topics. New, web-based exercises in this edition add even more value for students by guiding them to current information, research, and discussion points
- **Accessible Online Tool:** Challenge yourself to put theory into practice with the 10th Edition's all-new simulation tool, which walks you through every step of the contract negotiation process.

FEATURES

- **Assimilating Cases and Features:** "Labor Relations In Action" boxed features and short, end-of-chapter cases give students practice applying theories and concepts from the readings using concrete examples.
- **Modern, Web-based Activities:** Keep Internet-savvy students engaged in your course with "Exploring the Web" assignments that encourage them to learn more about current labor relations through specific websites.
- **Skill-Building Exercises:** Students work in teams or individually with "Classroom Exercises" throughout the text, which promote practical career skills, such as research, negotiation, analysis, verbal communication, written communication, and more!
- **Unique Public Sector Content:** Unlike any competing text, THE LABOR RELATIONS PROCESS, 10E, International Edition devotes an entire chapter to Labor Relations in the Public Sector--an increasingly prominent aspect of labor relations.
- **Thought-Provoking Ethics:** Demonstrate how to apply ethical standards to business situations with the stimulating ethical issues integrated throughout the text.

CONTENTS

Preface. Acknowledgements. About the Authors. 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 BARGAINING 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. Index.

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LEADERSHIP



IE

LEADERSHIP, INTERNATIONAL EDITION, 5E

Richard L. Daft, Vanderbilt University

Equip your students with the critical leadership skills and solid understanding of today's theory they need to become effective business leaders in today's turbulent times with Daft's LEADERSHIP, 5E, International Edition. 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. Packed with memorable examples and unique insights into actual leadership decisions, this edition now offers full-

color visuals to reinforce the book's engaging presentation. This edition's proven applications, specifically designed for today's leadership theory and applications course, and a solid foundation grounded in established scholarly research make the topic of leadership come alive for your students.

NEW TO THIS EDITION

- **NEW STRONGER CONNECTIONS CLOSELY LINK LEADERSHIP THEORIES TO EVENTS IN TODAY'S TURBULENT TIMES.** 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. Special sections, marked with a Turbulent Times icon, highlight particularly relevant and quickly shifting current events.
- **NEW AND EXPANDED TOPICS ADDRESS THE LATEST LEADERSHIP AND BUSINESS CHALLENGES.** 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, appreciative inquiry, soft versus hard power, leadership coaching, coalitional and entrepreneurial leadership, leading diverse individuals, enhancing emotional intelligence, the Johari Window framework, nonverbal communication, teamwork, reshaping norms, leading virtual teams, open innovation, and building ethical corporate cultures.
- **UPDATED LEARNING FEATURES REFLECT THE LATEST LEADERSHIP TRENDS.** 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.
- **NEW AND REVISED LEADERSHIP DEVELOPMENT CASES PREPARE STUDENTS TO EXCEL.** Numerous new and revised cases for analysis present today's current issues and leadership challenges. These short, problem-oriented cases put students' skills to the test, requiring readers to apply concepts learned to real, timely issues. Cases challenge your students' cognitive understanding of leadership ideas while providing opportunities to perfect the skills most critical for leadership success.
- **EXPANDED TEST BANK HELPS PROVIDES ADDITIONAL FLEXIBILITY IN STUDENT ASSESSMENT.** To help you efficiently and accurately assess your students' understanding, this edition's proven Test Bank is expanded to provide more questions than ever before. You'll now find approximately 60 questions per chapter, including a variety of true/false, completion, short-answer, and essay questions. In addition, this Test Bank now offers double the number of multiple-choice questions.

FEATURES

- **EXPERIENTIAL EXERCISES CHALLENGE STUDENTS TO APPLY CONCEPTS AND ASSESS PERSONAL PROGRESS.**

Each chapter ends with a "Leadership at Work" experiential exercise that provides additional opportunities for students to face leadership challenges and test their abilities to apply the chapter's concepts. These proven exercises and feedback questionnaires provide an exceptional tool for students to assess their own personal leadership skills and progress as a developing leader.

- **CHAPTER OPENER AND "IN THE LEAD" MEMORABLE EXAMPLES VIVIDLY ILLUSTRATE CHAPTER THEORIES.** Loaded with new, striking examples of leaders in both traditional and contemporary organizations, this edition opens each chapter with an example that launches the chapter's content. Additional "In the Lead" examples in each chapter spotlight activities within a wide variety of organizations ranging from education, the military and government to businesses and nonprofit groups.
- **"LEADERSHIP BOOKSHELF" REVIEWS MEANINGFUL RESOURCES THAT BUILD UPON CHAPTER CONTENT.** To help your students continue their learning beyond the classroom, each chapter highlights a recent book that relates to the chapter's content. These "Leader's Bookshelf" features connect your students to the emerging issues and topics of importance that today's leaders are researching and discussing, whether in academia, business, military, or nonprofit organizations.
- **"LEADER'S SELF-INSIGHTS" ENCOURAGE STUDENTS TO EXAMINE PERSONAL LEADERSHIP SKILLS.** As your students progress through your course, these engaging "Leader's Self-Insight" boxes encourage each of them to pause for a meaningful self-assessment of their personal abilities and aptitude for leadership. Students experience leadership issues in a personal way as they complete questionnaires, scenarios, and carefully selected activities.
- **"CONSIDER THIS!" FEATURES PROVIDE MEMORABLE INSIGHTS INTO LEADERSHIP TOPICS.** Your students will remember key points as "Consider This!" boxes within each chapter offer personal and compelling pieces of timeless wisdom or inspiring quotes from famous leaders. This novel, interesting material helps expand students' thinking about today's leadership experiences.

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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New Edition!

IE

EFFECTIVE LEADERSHIP, INTERNATIONAL EDITION, 5E

Christopher F. Achua, University of Virginia's College at Wise; Robert N. Lussier, Springfield College

The most practical leadership textbook on the market, EFFECTIVE LEADERSHIP 5E International Edition, uses a unique three-pronged approach to teach leadership concepts and theory, and takes students to the next level by developing their competencies in applying the concepts and development leadership skills they can immediately start using in their personal and professional lives. The authors combine traditional theory with cutting-edge leadership topics in a concise presentation that is packed with real-world examples. The text constantly puts the student in the leadership role engaging them in applying the concepts, as well as providing step-by-step behavior models for effectively handling leadership functions. EFFECTIVE LEADERSHIP 5E International Edition's innovative three-pronged approach provides the greatest array and quality of learning opportunities.

NEW TO THIS EDITION

- **NEW COURSEMATE (WITH eBook) PREMIUM WEBSITE, INCLUDING A ROBUST SET OF ENGAGEMENT & STUDY TOOLS:** Engaging, trackable, and affordable, this new 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. Watch student comprehension soar with all-new flash cards and engaging games, streaming videos, quizzes and more in this textbook-specific website. A complete e-book provides you with the choice of an entire online learning experience. The Engagement Tracker tool, when used, provides you with the ability to identify at-risk students while it's still early enough to help, and also allows you to see what resources your student find most valuable. It goes beyond the book to deliver what you need!
- **NEW References and examples:** More than 80 percent of the references are new to the Fifth Edition (5e).
- **NEW Chapter Coverage:** There has been a re-organization of chapters. Chapters 4 (now Contingency Leadership Theories)

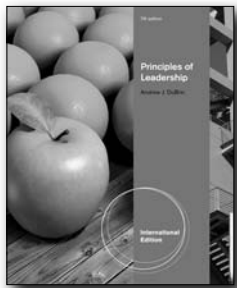
and 5 (now Influencing: Power, Politics, Networking, and Negotiation) have been reversed so that the three major leadership theories (trait, behavioral, and contingency) are presented in this sequence, one theory in each chapter.

- Chapter 1 title has been changed to include the skills leaders need. There is a new major section "Leadership Skills" to identify and describe the three important skills that leaders need to be successful.
- Chapter 7 title has been changed from Leader-Follower Relations to Leader-Member Relations and Followership. The increasing attention on followers in the leadership literature has led to many academicians and even practitioners questioning why current textbooks on leadership don't address this topic adequately. We have addressed it in chapter 7 and feel that it is a significant topic to be featured in the chapter title.
- Chapter 7: There are 3 key changes worth highlighting in this chapter. First, the section on the Evolution of Dyadic Theory has been re-written; with the last stage (Systems and Networks) eliminated from the discussion. The reason for this change will be explained in the section on "Changes in the 5th Edition." Second, the section titled "The Three-Stage Process for Developing Positive LMX Relations" is now changed to "Developing High-Quality Leader-Member Relations" and updated. Third, the section titled "Effective Leader-Follower Feedback" is now moved to the end of the chapter after Delegation. The title has been changed to Effective Leader Evaluation and Feedback.
- Chapter 8: In addition to some significant re-writing, there are two key change to highlight. The section titled "The Changing Role of Leadership in Self-Managed Teams" is dropped to avoid the appearance of redundancy. It is a topic better suited for discussion under the previous heading – "Guidelines for Improving Self-Managed Team Effectiveness." The section on Decision Making in Teams has been scaled back to focus only on the Normative Leadership Model (discussed in Chapter 5) because it delineates the appropriate level of participation to use in a given situation. This makes the two sections in Chapter 8 – Leader-Centered and Team-Centered Decision Making redundant.
- Chapter 11: The strategic management process is re-written to simplify the steps in the strategic management model for the non-business major. Also, we have added a new section on Environmental Sustainability.
- **NEW and REVISED Opening Case Applications:** They 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 and the answers are provided in the text. For the 5e, 66 percent of the opening cases are new and the others are updated. The leaders featured in these cases make up a broad representation of the population – a good mix of Caucasians, African-Americans, Asians, Hispanics, males and females.
- **NEW Concept Application:** This feature develops application competency by requiring learners to identify the concept illustrated in a short example. All of the boxes have changes in the situations presented and answers.

CONTENTS

Part I: INDIVIDUALS AS LEADERS. 1. Who Is a Leader? 2. Leadership Ethics and Traits. 3. Leadership Motivation and Behavior. 4. Contingency Theories in Leadership. 5. Influencing: Politics, Power, Negotiation, and Networking. Part II: TEAM LEADERSHIP. 6. Coaching, Communication, and Conflict Skills. 7. Followership and Leader-Member Exchange. 8. Self-Managed Teams and Team Leadership. Part III: LEADERSHIP IN ORGANIZATIONS. 9. Transformational and Charismatic Leadership. 10. Leadership of Ethics, Diversity, and Culture. 11. Change Management and Strategic Leadership. 12. The Learning Organization and Crisis Leadership.

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New Edition!

IE

PRINCIPLES OF LEADERSHIP, INTERNATIONAL EDITION, 7E

Andrew J. DuBrin, Rochester Institute of Technology

Perfect for instructors who take a practical, skill-building approach to teaching leadership, PRINCIPLES OF LEADERSHIP, 7E, International Edition provides an ideal balance of essential theory and real-world applications. Andrew DuBrin, a highly respected author and consultant, incorporates the latest research on leadership and current business practices from academic journals and popular periodicals. The text provides students with 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 video discussion questions at the end of each chapter. An all-new CourseMate interactive study tool site features additional video content, premium quizzing, and links to both the Career Transitions job search tool and Cengage's KnowNOW blog, which is constantly updated and provides an intuitive view of current events.

NEW TO THIS EDITION

- **NEW COURSMATE SITE.** To better promote student learning, the end-of-chapter content now includes several new guidelines for action and skill-building, while an all-new CourseMate

interactive study tool site features additional video content, premium quizzing, and links to both the Career Transitions job search tool and Cengage's KnowNOW blog, which is constantly updated and provides an intuitive view of current events.

- **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.

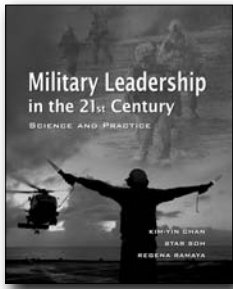
FEATURES

- Updated 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 and updated Leadership Self-Assessment and Leadership Skill-Building Exercises help students understand and develop key leadership skills, while new Video Discussion Questions at the end of each chapter direct students to watch a video relevant to the chapter's topic, followed by class discussion questions.
- 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.

CONTENTS

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

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New!



MILITARY LEADERSHIP IN THE 21ST CENTURY

Science and Practice

Dr. Kim-Yin Chan, Nanyang Technological University; Dr. Star Soh, Nanyang Technological University; Regena Ramaya, OPAS Consulting

Military Leadership in the 21st Century aims to provide junior commanders or entry-level military officers with an introductory-level appreciation of the key concepts and issues related to military leadership from a social-behavioral science perspective. The book focuses on “direct-level” or “team leadership”. It has three main themes: (1) the human dimension of military operations and organization; (2) the main approaches to direct or team-level leadership, including the trait-approach, values or ethical leadership, and leadership styles and behaviors; and (3) the challenges of leadership in 21st century military operations, organizations, and, the 21st century military profession. Besides learning key leadership-related concepts and issues, readers are also introduced to key events, institutions and social-behavioral scientific research programs that have shaped contemporary military leadership doctrines and systems.

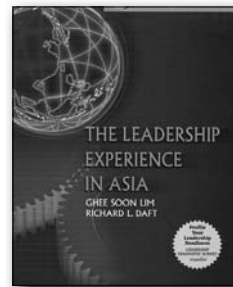
FEATURES

- Written by authors who are not only former military officers, but also highly experienced psychologists and researchers rolled into one.
- Highly readable book that is full of practical, real-world applications, engaging examples and insights into military leadership, and is yet firmly grounded in science.
- Utilizes key theoretical concepts and contemporary military leadership doctrines such as leadership selection, leadership & team training and development and organizational learning & change.
- Focuses on the social-behavioral science of leadership- the basis for many contemporary military leadership doctrines. The book therefore draws on primary social-behavioral science research reports and writing, and various military leadership doctrinal documents from Australia, Canada, Israel, New Zealand, Singapore, U.S., and the U.K.

CONTENTS

1. The Science and Practice of Military Leadership.
2. Challenges and Stress in Military Operations.
3. Soldier Performance: The Psychology of Human Behavior in Combat.
4. Understanding Soldier Motivation and Morale.
5. Military Leaders: Born or Made?
6. Military Leadership: A Matter of Styles or Values?
7. Science and Practice of Leading Military Teams.
8. Leading Military Teams for Adaptive Performance in Complex Environments.
9. Leading in Hierarchical, Learning Military Organizations.
10. Leading in the 21st Century Profession of Arms.

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THE LEADERSHIP EXPERIENCE IN ASIA

Ghee Soon Lim; Richard L. Daft

The Leadership Experience in Asia is the Asian adaptation of The Leadership Experience, 2/e 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.
- **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.

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.

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OCCUPATIONAL HEALTH & SAFETY



New!

WHS, 3E A Management Guide

Richard Archer; Kerry Borthwick; Michelle Travers; Leo Ruschena

Now in its 3rd edition, WH&S A Management Guide is a practical and contemporary introduction to work health and safety management. Renamed to reflect the new health and safety paradigm introduced by Work Health and Safety legislation, the text is fully updated to address the latest changes in WHS law and policy.

The text contends that work should satisfy human needs as much as organisational goals. Going beyond the risk-management model of physical safety, the text takes in to account the larger perspective of human health needs, including psychological and social needs.

NEW TO THIS EDITION

- Renamed and updated to reflect the new Work Health and Safety legislation
- New chapter 18 exploring topical issues relevant to work health and safety
- Did you know? feature that provides relevant facts and statistics on various topical OHS issues
- OHS in Practice boxes give examples of OHS theories put into practice in real workplace environments
- End of chapter feature In your Workplace provides scenario based exercises
- Each new copy offers a 6 month subscription to Search me! management. Fast and convenient, this resource provides 24-hour access to full-text articles updated daily from hundreds of scholarly and popular journals as well as e-books, magazines and news papers including The Australian and The New York Times. Students can use the Search me! management key terms listed at the end of each chapter to explore topics further and find current references for assignments

FEATURES

- A practical introduction to WHS management with case studies, news stories and other real-life examples used to ensure that students are able to apply the theory to real world situations
- A humanist perspective, locating WHS issues in the larger context of maintaining and promoting community and social wellbeing
- Emphasis on a systematic approach to WHS supported by management commitment, workplace consultation and a vibrant WHS culture
- More case studies that are complemented by discussion questions
- End of chapter Questions and Activities to help students explore WHS theory

CONTENTS

1. Introducing health and safety. 2. Understanding the legal framework. 3. Consulting on OHS. 4. Developing a systematic approach. 5. Managing OHS information. 6. Identifying hazards & managing risk. 7. Managing hazards associated with plant. 8. Controlling risk: ergonomics. 9. Controlling risk: occupational hygiene. 10. Using equipment to monitor workplaces. 11. Managing psychosocial hazards. 12. Controlling risk: safe design. 13. Auditing & evaluating OHS activity. 14. Dealing with emergencies. 15. Notifying, reporting & investigating incidents. 16. Compensating injured workers & managing injuries. 17. Promoting a health & safety culture. 18. Topical issues.

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ORGANIZATION DEVELOPMENT



IE

ORGANIZATION DEVELOPMENT AND CHANGE, INTERNATIONAL EDITION, 9E

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

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

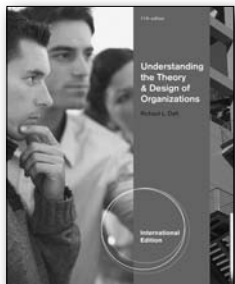
- This text is designed to facilitate the learning of organization development (OD) theory and interventions.
- Each chapter describes actual situations in which different OD techniques or interventions were used. These applications provide students with a chance to see how OD is practiced in organizations.
- 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



New!

IE

UNDERSTANDING THE THEORY AND DESIGN OF ORGANIZATIONS, INTERNATIONAL EDITION, 11E

Richard L. Daft

Introduce your students to the most progressive thinking about organizations today as acclaimed author Richard Daft balances recent, innovative ideas with proven classic theories and effective business practices. Daft's best-selling UNDERSTANDING THE THEORY AND DESIGN OF ORGANIZATIONS, 11E, International Edition presents a captivating, compelling snapshot of contemporary organizations and the concepts driving their success that will immediately engage and inspire your students.

Recognized as one of the most systematic, well-organized texts in the market, UNDERSTANDING THE THEORY AND DESIGN OF ORGANIZATIONS, 11E, International Edition helps both future and current managers thoroughly prepare for the challenges they are certain to face in today's business world. This revision showcases some of today's most current examples and research alongside time-tested principles. Students see, firsthand, how many of today's well-known organizations have learned to cope and even thrive amidst a rapidly changing, highly competitive international environment. Featured organizations include BP, Disney/Pixar, Volvo, Barnes & Noble, and Cisco Systems. Organization studies, proven cases, and illustrations provide the insights necessary to better understand modern organizations, while new and proven learning features give your students important opportunities to apply concepts and refine their personal business skills and insights.

NEW TO THIS EDITION

- **NEW COURSEMATE STUDY TOOLS FOR STUDENTS:** Engaging, trackable, and affordable, the new 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. Provide your students with this robust array of learning tools to enrich their course experience.

Students gain immediate access to videos with quizzing and PowerPoint® slides, as well as helpful interactive quizzes and engaging games. The Engagement Tracker tool, when used, provides you with the ability to identify at-risk students while it's still early enough to help, and also allows you to see what resources your student find most valuable.

- **NEW "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 BP, Cisco Systems, Acer Inc., Volvo, Disney/Pixar, Smart Balance, Barnes & Noble, Johns Hopkins Medicine, Sandberg Furniture, Every Child Succeeds, Huawei Technologies, and more.
- **NEW "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. Several "Book Mark" features are new for this edition.
- **NEW INTERNATIONAL COVERAGE ENHANCES GLOBAL VISION OF TEXT:** Additional international coverage throughout the text has been added to the already robust international representation, giving students a truly global view of organization theory.

FEATURES

- **"MANAGING BY DESIGN" QUESTIONS INSTANTLY ENGAGE STUDENTS:** These engaging questions immediately grab your students' attention, giving them a unique opportunity to actively participate with the chapter content as they complete three short opinion questions related to the chapter's topics.
- **"ASSESS YOUR ANSWER" FEATURES PROVIDE MEANINGFUL BUSINESS CONTEXT:** At appropriate places throughout the chapter, your students revisit 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.
- **"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.
- **"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 BRIEF CASE" 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. Introduction to 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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ORGANIZATIONAL BEHAVIOR



New!

ORGANIZATIONAL BEHAVIOR

Asia Pacific Edition

Debra L. Nelson, Oklahoma State University; James Campbell Quick, The University of Texas at Arlington; Sarah Wright, University of Canterbury, New Zealand; Christine Adams, University of Tasmania

A new approach to learning the principles of organisational behaviour, ORGB 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 a course in organisational behaviour

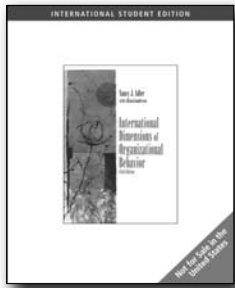
FEATURES

- Concise yet complete coverage of organisational behaviour principles supported by a suite of online learning aids
- Retaining the model of the US text, ORGB Asia–Pacific edition is comprehensively adapted to meet the needs of students studying organisational behaviour in the Asia–Pacific region
- Theory and applications of organisational behaviour are presented in an engaging narrative style that students will find both enjoyable and illuminating
- Icons integrated throughout the text refer students to a variety of on-line learning tools that complement specific chapter topics. Some tools will help students revise and reinforce concepts and other tools will help student apply the theory and expand their understanding
- Local and international examples include ANZ, Virgin Blue, Lonely Planet, Deloitte, Hudson’s Coffee, Google, Rio Tinto, Hertz, Timberland
- ORGB in Practice feature explores practical applications of organisational behaviour theory in real world environments
- ORGB Trend highlights recent trends in organisational behaviour and innovative examples of these trends in practice
- ORGB Fact provides relevant latest facts and figures on contemporary issues in organisational behaviour
- Each new book offers 6-month subscription to CourseMate containing interactive quizzes, flashcards, case studies, games and more + Search me! management providing students with 24 hr access to full-text articles from hundreds of scholarly and popular periodicals as well as e-books
- 18 tear out Chapter Review Cards provide students with a concise summary of how the key concepts connect to the learning objectives as well as review of key terms

CONTENTS

Part I: Introduction 1. Organisational behaviour and opportunity 2. Challenges for managers Part II: Individual processes and behaviour 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 behaviour 8. Communication 9. Work teams and groups 10. Decision making by individuals and groups 11. Power and political behaviour 12. Leadership and followership 13. Conflict and negotiation Part IV: Organisational processes and structure 14. Jobs and the design of work 15. Organisational design and structure 16. Organisational culture 17. Career management 18. Managing change

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IE

INTERNATIONAL DIMENSIONS OF ORGANIZATIONAL BEHAVIOR, INTERNATIONAL EDITION, 5E

Nancy J. Adler, McGill University; Allison Gundersen, Case Western Reserve University

The world of organizations is no longer defined by national boundaries. INTERNATIONAL DIMENSIONS OF ORGANIZATIONAL BEHAVIOR 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. The authors' blend of substance and readability—including a wealth of research and examples from around the world—results in a text that is 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

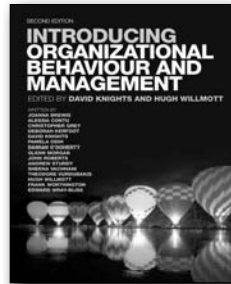
- INTERNATIONAL DIMENSIONS OF ORGANIZATIONAL BEHAVIOR includes numerous case studies, applications, and examples, but is still a concise and manageable 10 chapters.
- The text examines a wide range of cultures: Asian, African, Eastern and Western European, North and South American, and Middle Eastern.
- 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.

CONTENTS

Part One: THE IMPACT OF CULTURE ON ORGANIZATIONS. 1. Culture and Management. 2. How Cultural Differences Affect Organizations. 3. Communicating Across Cultures. Part Two: LEVERAGING CULTURAL DIVERSITY. 4. Creating Cultural Synergy. 5. Managing Multicultural Teams. 6. Leading Globally. 7. Motivating People from Around the World: Inspiring People to Contribute. 8. Multinational Decision Making. 9. Negotiating Globally. Part Three: MANAGING GLOBAL MANAGERS. 10. Managing Cross-Cultural Transitions: Moving Abroad and Coming Home. 11. A Portable Life: The Expatriate Spouse. 12. Global Careers: Succeeding in the 21st Century. Epilogue. Film Notes. Index.

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New Edition!

INTRODUCING ORGANIZATIONAL BEHAVIOUR & MANAGEMENT (WITH COURSEMATE & EBOOK ACCESS CARD), 2E

David Knights, Bristol Centre for Leadership and Organizational Ethics (BCLOE) Bristol Business School; Hugh Willmott, Cardiff Business School, Cardiff University

David Knights and Hugh Willmott provide a fresh approach to the study of organizational behaviour and management in this second edition of *Introducing Organizational Behaviour and Management*. Seeking to make the subject matter more relevant and accessible, it treats organizational behaviour as a field of activity that has many parallels with what is experienced in everyday life. Students will find it easier to learn about organizations by appreciating how work relations and management activities are not so distant from their own everyday lives. Uniquely, this book presents two distinct and highly contrasting perspectives on the subject. Key elements of what is conventionally studied in the field are introduced and treated as a foil for introducing a critical, less orthodox perspective. This textbook is autopackaged with CourseMate. CourseMate includes an integrated eBook and interactive teaching and learning tools including quizzes, flashcards,

videos, and more and an EngagementTracker, a first-of-its-kind tool that monitors student engagement in the course.

FEATURES

- Thinkpoints throughout each chapter highlight important concepts and encourage you to think about the subject matter as you are reading it, helping you to discover as much as possible about the subject for yourself.
- Boxed features throughout present a wide variety examples and perspectives on each chapter's content; designed to expand your knowledge of key topics.
- Discussion questions can be used as the basis for discussing or debating issues and are included throughout the text, allowing you to check your understanding of the material covered.
- Extensive online support materials, including multiple choice questions, PowerPoint slides and an Instructor's manual are available for this text.

CONTENTS

1 Introduction PART I The human dimension 2 Motivation and the self 3 Individual differences, personality and self 4 Groups and teams at work 5 Managing People: Contexts of HRM, Diversity and Social Inequality 6 Knowledge and learning: Consuming management? PART II The organizational dimension 7 Organization, structure and design 8 Management and leadership 9 Political organizations and decision making 10 Culture 11 Change and innovation: New organizational forms 12 Technology PART III Emergent issues 13 Globalization and organizations 14 Bureaucracy and post-bureaucracy 15 Ethics at work

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MANAGING FOR THE FUTURE, 3E

Organizational Behavior and Processes

Deborah G. Ancona; Thomas A. Kochan; Maureen Scully; John Van Maanen; D. Eleanor Westney

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 Cengage Learning Custom Solutions or your local representative for more information.

CONTENTS

ANALYTICS. 1. The "New" Organization: Taking Action in an Era of Organizational Transformation. 2. Three Lenses on Organizational Analysis and Action. TEAMS. 3. Making Teams Work. 4. Diverse Cognitive Styles in Teams. 5. Team Processes. 6. Teams in Organizations. ORGANIZATIONS. 7. Workforce Management: Employment Relationships in Changing Organizations. 8. Managing Change in Organizations. 9. Organizational Actions in Complex Environments. 10. Learning Across Borders: Disneyland on the Move. SKILLS. 11. Managing Cultural Diversity. 12. Negotiation and Conflict Resolutions. 13. Change From Within: Roads to Successful Issue Selling. 14. Leadership.

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New Edition!

IE

MANAGING ORGANIZATIONAL BEHAVIOR, INTERNATIONAL EDITION, 10E

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

Prepare your students today to become strong, effective managers tomorrow with the powerful concepts and practical applications found in Moorhead/Griffin's **MANAGING ORGANIZATIONAL BEHAVIOR, 10e, International Edition**. This reader-oriented text helps you equip your 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. Students delve into the core concepts of human behavior and industrial psychology within the help of memorable real examples and cases drawn from relevant organizations and managers such as Steve Jobs, Eddie Bauer, Cirque du Soleil, snopes.com, Whole Foods, Nike, and Goldman Sachs. Fresh new cases, activities, and an optional case and exercises help you equip your students with the assets, tools, and resources to compete effectively amid a world of change. Students grasp the fundamental of human behavior in organizations and the ability to develop new answers to new challenges as they learn to understand the people who comprise an organization, understand change, and understand how organizations must respond to change. Equip and energize the next generation of managers for the most exciting task of tomorrow: managing people effectively within competitive organizations.

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 scenarios relate to either the chapter opening or closing cases to further integrate these features within the context of the featured company.
- **NEW END-OF-CHAPTER EXERCISES:** New end-of-chapter exercises provide critical practice and opportunities for application. You will find over half of the end of chapter exercises are new to the tenth edition. "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. This closing case following each part gives students the opportunity to see how fundamental concepts from numerous chapters and parts of the book work in conjunction with creative solutions for competitive success in today's business world.

FEATURES

- "Opening Vignettes" immediately engage students with concepts in action within well-known organizations: 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 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 -half of which are new in this edition- address technology, change, globalization, ethics, and diversity. New scenarios relate to either the chapter opening or closing cases.
- 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. Cases still encourage students to delve into the material as they highlight issues at work in well-known organizations that appeal to students, such as Nike, Best Buy, Boeing, and Whole Foods.
- New and revised end-of-chapter exercises provide critical practice and opportunities for application: Proven end-of-chapter exercises and applications, including "Experiencing OB," (2 of 19 are new), "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.
- 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. These insights help students better understand people, change, and how organizations need to respond to change for success

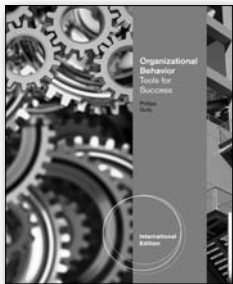
in today's business world. There are 2 boxes per chapter. One box is brand new while the other box has been revised. One box ties to the opening or closing case.

- “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

Equip your students with the tools they need to achieve personal and managerial success with Phillips/Gully's ORGANIZATIONAL BEHAVIOR: TOOLS FOR SUCCESS, International Edition. Written by award-winning instructors, this book uses meaningful, relevant examples within each chapter to help translate today's most recent OB research and significant theory into applicable skills. 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

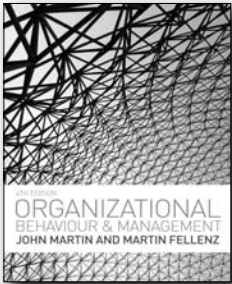
- CHAPTER-OPENING VIGNETTES HIGHLIGHT ACTUAL CHALLENGES FACING INDIVIDUALS OR ORGANIZATIONS: Each chapter begins with a captivating opening vignette that describes how a person or organization is facing a real challenge or problem related to the chapter's content. Each vignette concludes at the end of the chapter with an engaging description of how the company or individual applied skills from the chapter to address the challenge.
- “UNDERSTAND YOURSELF” FEATURES ENABLE STUDENTS TO ASSESS PERSONAL OB SKILLS: Students gain a better understanding of their own characteristics as an “Understand Yourself” feature in each chapter provides the opportunity for readers to assess themselves in a variety of areas related to today's OB. Students evaluate their personal motivations, view of money, leadership styles, emotional intelligence, diversity awareness and other skills critical to OB success.
- “IMPROVE YOUR SKILLS” EQUIP STUDENTS TO BECOME MORE EFFECTIVE EMPLOYEES AND BUSINESS LEADERS: Each chapter contains an “Improve Your Skills” box to help students become more effective in a variety of personal or professional areas. Students hone important skills in dealing with challenging managerial behaviors, interviewing, managing stress, negotiating, and accurately assessing an organization's culture and political environment.
- “SO WHAT?” FEATURES DEMONSTRATE THE IMPACT OF OB SKILLS ON STUDENTS' PERSONAL SUCCESS RIGHT NOW: Memorable “So What?” moments clearly identified throughout each chapter demonstrate to students how the information they are learning about OB makes an immediate impact on their personal success and influences their managerial future.
- 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. The authors discuss careers and career planning as well as work-life balance, mentoring, and social networks in this chapter, unlike any other in similar OB books.
- “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.
- CASE STUDIES PUT CHAPTER CONCEPTS INTO PRACTICE: An exceptional case study in each chapter reinforces material from the chapter and gives your students the opportunity to apply what they learn to a real situation within an actual organization.
- VARIETY OF END-OF-CHAPTER EXERCISES STRENGTHENS

STUDENTS' PERSONAL OB SKILLS: Each chapter concludes with carefully developed, focused exercises to help students further refine their OB skills. Students gain a strong understanding of how OB can enhance their personal success as well as an organization's competitive advantage.

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 BEHAVIOUR AND MANAGEMENT, 4E

John Martin, University of Hull; Martin Fellenz, Trinity College Dublin

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!

ORGB 3, STUDENT EDITION (WITH CAREER TRANSITIONS PRINTED ACCESS CARD), 3E

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

Created through a “student-tested, faculty-approved” review process with hundreds of students and faculty, ORGB₃ is an engaging and accessible solution that caters to the diverse lifestyles of today’s learners at a value-based price. This paperback includes a suite of learning aids to accommodate the busy and diverse lifestyles of today’s learners, including downloadable flash cards, videos, downloadable audio files, and multiple quiz sets that allow students to study wherever they are and whenever they have time. Designed to reach today’s students, ORGB₃ says it all in four letters, reflecting how this unique solution speaks the language of today’s learner. ORGB₃ provides a streamlined, concepts-driven format with a supplemental package that includes exercises, case studies, and applications that you can use depending on your students’ needs. Choose ORGB₃ for the unique 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 new Management Workplace videos for each chapter that immediately engage students and jumpstart classroom discussion. These videos take students into the inner workings of organizations like Barcelona Restaurant Group, Theo Chocolate, and Holden Outerwear too see how management theories are applied in real-world businesses.
- **NEW CASES HELP UPDATE YOUR COURSE.** This edition features brand new case studies that give students the opportunity to examine companies like Facebook, Build-a-Bear, and Netflix. Through the cases, students can see firsthand how organizational behavior impacts various aspects of the companies’ internal operations and practices and consider how they would deal with various situations that companies face every day. Solutions to the cases are available in the Instructor’s Manual, making them great tools for starting classroom discussions, or take-home assignments to reinforce students’

mastery of core chapter concepts.

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.
- Instructor Prep Cards at the back of the Instructor’s Edition make preparation simple with detachable cards for each chapter, offering a quick map of chapter content, a list of corresponding PowerPoint® and video resources, additional examples, and suggested assignments and discussion questions to help you organize chapter content efficiently. Chapter In Review Cards at the back of the Student Editions provide students a portable study tool containing all of the pertinent information for class preparation, including a printed self-assessment for each chapter.
- 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.

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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 ORGANIZATIONAL BEHAVIOR, INTERNATIONAL EDITION, 13E

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

Equip your students with the skills to become effective, high performance managers in today's business world as you provide a solid foundation in organizational behavior with this unique competency-based approach. Slocum/Hellriegel's PRINCIPLES OF ORGANIZATIONAL BEHAVIOR, 13E, International Edition has distilled the expertise of hundreds of leading managers from a variety of industries into seven core managerial competencies most important for professional and organizational success. Students have opportunities to assess and maximize their personal skills within the context of today's organizational behavior as they master competencies in managing self, ethics, communication, diversity, across cultures, teams, and change. The authors apply their decades of experience in teaching, research, and OB consulting to establish a clear connection between organizational behavior theory and contemporary practice. This edition combines classic theory with contemporary research, emerging trends, and the most recent developments impacting business today. Text and video cases from organizations familiar to students and interactive exercises clearly demonstrate how effective leaders use the key competencies to lead more successfully. Give your students the foundation they need to become highly effective managers and successful leaders within the organizations of tomorrow.

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.

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Part I. Introduction and Ethical Foundations. Chapter 1. Organizational Behavior and Key Competencies. Chapter 2. Ethical Foundations in Organizational Behavior. Part II. The Individual in Organizations. Chapter 3. Understanding Individual Differences. Chapter 4. Perceptions and Attributions. Chapter 5. Applying Learning Concepts to Improve Performance. Chapter 6. Motivating Employees. Chapter 7. Motivation through Goal-Setting and Reward Programs. Chapter 8. Workplace Stress and Aggression. Part III. Leadership and Team Behaviors. Chapter 9. Fostering Interpersonal Communication in Organizations. Chapter 10. Leading Effectively: Foundations. Chapter 11. Leading Effectively: New Perspectives. Chapter 12. Developing and Leading Teams. Chapter 13. Managing Conflict and Negotiating Effectively. Part IV. The Organization. Chapter 14. Making Managerial Decisions. Chapter 15. Designing Organizations. Chapter 16. Cultivating Organizational Culture. Chapter 17. Guiding Organizational Change.

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New Edition!

IE

PRINCIPLES OF ORGANIZATIONAL BEHAVIOR, 8E

Realities & Challenges, International Edition

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

Help your students learn not only the concepts and theories that enhance the management of human behavior at work but also how to practice these skills with Quick/Nelson's PRINCIPLES OF ORGANIZATIONAL BEHAVIOR, 8E, International Edition. The latest edition of this book 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. Students also examine emerging issues reshaping the field today, such as the theme of change. They study how change affects attitudes and behaviors in an organization as well as what new opportunities and experiences change presents. Students further explore growing themes of 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 throughout this edition reflect today's most current trends, including six new focus companies--NetFlix, Ford, Groupon, and more. Self-assessments and other interactive learning opportunities allow your students to grow and develop, both as individuals and as important contributors to an organization, as they progress throughout your course.

NEW TO THIS EDITION

- NEW CengageNOW™ FOR NELSON/QUICK ORGANIZATIONAL BEHAVIOR EIGHTH EDITION. This robust, online course management system gives you more control in less time and delivers better student outcomes--NOW. CengageNOW™ for ORGANIZATIONAL BEHAVIOR includes book-specific resources that can be assigned and graded automatically, along with a menu of multimedia tools for students. Flexible assignments, automatic grading, and an exportable gradebook with reports save you valuable time. The Personalized Study plan diagnostic tool empowers students to master concepts, prepare for exams, and become more involved in class. Because a modern eBook is automatically integrated within CengageNOW™, you can provide your students with price flexibility for your course! Also, available upon request, CengageNOW™ can be integrated with a variety of Learning Management Systems (i.e., Blackboard®).
- SIX FASCINATING NEW FOCUS COMPANIES PROVIDE INSIGHTS INTO TODAY'S WORKPLACE. Six new leading organizations--NetFlix, QuikTrip, Groupon, Ford, Dyson, and Oracle--are highlighted as Focus Companies throughout this edition's "Thinking Ahead" and "Looking Back" chapter features. Students have the opportunity to examine these intriguing companies and see, firsthand, how organizational behavior impacts various aspects of their internal operations and business.
- NEW CONTEMPORARY TOPICS REFLECT CHALLENGES OF TODAY'S ORGANIZATIONS. New material in this edition addresses developing topics of growing importance in today's business world, such as communicating through new technologies and social media. 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 SPOTLIGHT THE LATEST DEVELOPMENTS.** Show your students the science upon which today’s organizational behavior is based and how organizational behavior actually impacts today’s companies. Intriguing “Science” boxes throughout this edition summarize leading-edge research, while “The Real World” boxes spotlight contemporary organizational life.
- **NEW “DIVERSITY DIALOGUES” CHALLENGE STUDENTS TO THOUGHTFULLY CONSIDER AND RESOLVE CONFLICTS.** Diversity Dialogue vignettes near the end of each chapter provide brief explanations with thought-provoking discussion questions to spark conversation about an aspect of diversity related to the chapter’s content. Half of this edition’s Diversity Dialogues are brand new.
- **“THINKING AHEAD” AND “LOOKING BACK” FEATURES CREATE ENGAGING FRAMEWORK FOR LEARNING.** 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. This edition’s new Focus Companies are NetFlix, QuikTrip, Groupon, Ford, Dyson, and Oracle.

FEATURES

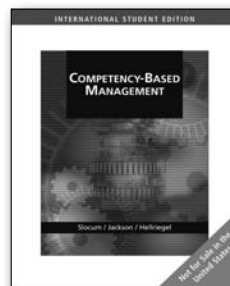
- **MAKE CONCEPTS MEMORABLE WITH VIDEO CLIPS.** Captivating, brief clips from some of Hollywood’s most popular movies, including *IN GOOD COMPANY* and *FRIDAY NIGHT LIGHTS*, with accompanying video cases illustrate OB concepts from the text in action. Corresponding questions provide opportunities for critical analysis and discussion. Workplace videos are also available, featuring interviews with leaders from real-world companies.
- **“YOU” SELF-ASSESSMENT EXERCISES ENCOURAGE SELF-DEVELOPMENT.** Your students have an opportunity to personally apply what they’ve learned with unique “You” self-assessment exercises positioned throughout the book. These features enhance self-knowledge and encourage personal skill development when students carefully consider the results of the exercises for self-discovery or behavioral change.
- **DISCUSSION AND COMMUNICATION QUESTIONS ENCOURAGE A MEANINGFUL EXCHANGE OF IDEAS.** Challenging Discussion and Communication Questions at the end of each chapter give your students critical practice in applying chapter material using various forms of effective communication.
- **EXPERIENTIAL EXERCISES ENCOURAGE GROUP INTERACTION.** At the end of each chapter, your students have the opportunity to work in teams as they learn more about an important aspect of the chapter’s topic. These group-oriented Experiential Exercises help students further develop critical interpersonal skills.

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PRINCIPLES OF MANAGEMENT



IE

COMPETENCY-BASED MANAGEMENT, INTERNATIONAL EDITION, 11E

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

Equip your students with the confidence and management competence to maximize their professional management potential with the latest edition of this unique, competency-based management text. Slocum/Jackson/ Hellriegel’s *COMPETENCY-BASED MANAGEMENT* combines a strong foundation in management principles with six core managerial competencies critical for success--self-management, strategic action, planning and administration, global awareness, teamwork, and communication. These six competencies, developed from the input of hundreds of managers in all types and sizes of businesses, now closely align with AACSB standards so you can ensure student proficiency in these important areas. Proven, competency-based learning features, the latest cases, and new ethical challenges promote active learning as the authors display their unique ability to blend theory and applications with innovation

throughout this new edition. Numerous examples drawn from familiar organizations show the relevance of the managerial competencies to today's business world, while integrated, self-assessments help students better understand and develop their own management potential for early career success. New videos and the innovative CengageNOW online course management and learning system further engage students and demonstrate the importance of managerial competencies that foster excellence. With the new strengths found throughout this edition, you can rely on Management to equip your students with the competence to manage and the confidence to do it well.

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 integrated CengageNOW online teaching and learning system--Discover the ultimate flexibility and control as this innovative online course management and learning system saves you valuable time. CengageNOW combines the best of current technology to help you efficiently plan your course, easily manage and assign homework, automatically grade assignments, teach with built-in technology, and test using a customized test bank tagged to AACSB standards with the ability to generate reports that compare class progress to AACSB requirements. In addition, personalized learning paths for each student reinforce comprehension with a variety of interactive, multimedia tools, including interactive class assignments and an integrated e-book. CengageNOW operates seamlessly with WebCT™ and Blackboard® and other course management tools. For more information on this powerful resource, visit academic.cengage.com/cengagenow.
- 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 Lowes. 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.

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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: LEADING. 11. Motivating Employees. 12. Dynamics of Leadership. 13. Communicating Effectively. 14. Working in Teams. 15. Understanding Organizational Culture and Cultural Diversity. Part 5: ORGANIZING. 16. Designing Organizations. 17. Guiding Organizational Change and Innovation. 18. Managing Human Resources.

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New Edition!

IE

EFFECTIVE MANAGEMENT, 5E **A Multimedia Approach, International Edition**

Chuck Williams, Butler University

Discover how Chuck does management like no one else with the latest edition of Chuck Williams' compelling EFFECTIVE MANAGEMENT, 5th Edition, International Edition. This captivating text and comprehensive multimedia package help you reach every student in your management course with the learning style or combination of learning approaches that are ideal for their individual needs. No one else puts strong management theories into practice like master story-teller and award-winning educator Chuck Williams. Organized around traditional management functions, this book's student-oriented approach uses brief, clearly identified sections of text and a unique chapter outline system that reflect how today's multi-task-oriented students learn best. Fresh visuals, the latest examples, and meaningful applications reflect management practices today. Proven learning features move students beyond simple memorization to explore individual and group decision making, consider practical ethics, and even inventory personal management abilities using Self-Assessments. Unique videos demonstrate behind-the-scenes management concepts that correspond to this edition or present scenes from major motion pictures that demonstrate management in action. The multimedia resources for EFFECTIVE MANAGEMENT, 5th Edition, International Edition offer award-winning study tools including student self-quizzes. Chuck's approach does management in a way that reaches every one of your students every time.

NEW TO THIS EDITION

- **REAL TO REEL VIDEO PACKAGE BRINGS MANAGEMENT INTO ACTION IN YOUR CLASSROOM:** 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 Domsday and In Bruges, to visually connect abstract management concepts to concepts familiar to students.

Accompanying printed video cases and detailed teaching notes maximize these resources.

- **"MANAGEMENT DECISIONS" AND "MANAGEMENT TEAM DECISIONS" EMPHASIZE THE IMPORTANCE OF TEAMS:** From sports to school to work and life, working in teams has become an increasingly important part of ensuring success today. 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. Watch student comprehension soar with all-new flash cards and engaging games, audio summaries, self assessments, streaming videos, and more in this textbook-specific website. A complete e-book provides you with the choice of an entire online learning experience. Management CourseMate goes beyond the book to deliver what you need!

FEATURES

- **Integrated Self-Assessments Personalize Management Skills—**Help your students gain a better understanding of their personal management potential with an entire suite of self-assessments. Students examine how their personal attitudes, perspectives, and behaviors affect their abilities as managers. Assessments and insights not only personalize your course's content but also encourage active connections between the content and your students' own experiences.
- **Real To Reel Video Package Brings Management Into Action In Your Classroom—**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. Accompanying printed video cases and detailed teaching notes maximize these resources.
- **"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.
- **"Management Decisions" and "Management Team Decisions" Emphasize the Importance of Teams—**From sports to school to work and life, working in teams has become an increasingly important part of ensuring success today. Management Team Decision exercises give your students practical experience working in real management teams to solve situational workplace dilemmas.

- Engaging Narrative Approach Appeals to Today's Student—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. The book's student-centered approach uses a unique numbered chapter outline system and small sections of text to guide today's busy student through multiple study sessions.
- “What Really Works?” Clarifies Today's Research Findings—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. Your students clearly see what management strategies are actually effective in each particular situation. This feature serves as an excellent tool for initiating class discussion.
- “Doing The Right Thing” Presents Ethical Advice for Business Success—These brief, ethical decision-making exercises emphasize the increasingly important issue of ethics in management today. Practical, useful advice guides students in becoming more ethical business managers as they explore a range of practical topics, such as ethical competitive analysis, dealing with gifts from suppliers, and avoiding conflicts of interest.

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. End Matter. Endnotes. Glossary. Name Index. Subject Index.

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New Edition!

IE

MANAGEMENT, 11E

Principles and Practices, International Edition

Ricky W. Griffin, Texas A&M University

Introduce today's students to management and highlight the power of innovation in the workplace with Griffin's **MANAGEMENT: PRINCIPLES AND PRACTICES, 11E, International Edition**. This dynamic book, known for its cutting edge research and memorable examples, takes a functional approach to the process of management with a focus on active planning, leading, organizing and controlling. This book's exceptionally reader-friendly approach examines today's emerging management topics, from the impact of technology and importance of a green business environment to ethical challenges and the need to adapt in changing times. This latest edition builds on proven success to help your students strengthen their management skills with an effective balance of theory and practice. Numerous new and popular cases and learning features highlight the challenges facing today's managers. Hundreds of well-researched contemporary examples, from the large Wegmans to the innovative Snopes.com, vividly demonstrate the importance of strong management to any type of organization. Leading Aplia™ online student engagement tools and CengageNOW for **MANAGEMENT: PRINCIPLES AND PRACTICES, 11E, International Edition** course solutions provide integrated multimedia resources to draw students into your course and further ensure interaction and comprehension. CourseMate online resources and a complete eBook offer additional concept support to help you prepare your students for management and business career success.

NEW TO THIS EDITION

- **CENGAGENOW FOR MANAGEMENT GIVES YOU MORE CONTROL IN LESS TIME AND DELIVERS BETTER STUDENT OUTCOMES.** This online course management system includes book-specific resources and numerous multimedia tools for students. Flexible assignments, automatic grading and an exportable grade book with reports save you time. The Personalized Study Plan diagnostic tool empowers students to master concepts, prepare for exams, and become more involved in class. An integrated eBook provides flexibility in price.

CengageNOW can be integrated with a variety of Learning Management Systems, such as Blackboard.

- **APLIA'S™ PREMIUM STUDENT ENGAGEMENT TOOL ENCOURAGES STUDENTS TO "THINK LIKE MANAGERS."** This leading online homework system for management is fully integrated with the text. Problem sets provide calculated combinations of both lower order and higher order thinking skills exercises. Engaging video cases and interactive charts and graphs seamlessly integrate with self-assessments and vivid examples. You can easily hold students accountable for their own engagement. A flexible grading system offers grade analytics and grade book export tools to work with any learning management system.
- **NEW "MANAGEMENT IN ACTION" OPENING CASES SET THE STAGE FOR CHAPTER CONCEPTS THAT FOLLOW.** Dynamic cases highlight large companies, such as Wegmans, as well as small companies, such as Bigfoot Entertainment. Cases also explore student-friendly, intriguing companies, such as Snopes.com. Corresponding end-of-chapter "You Make the Call" exercises ask students to reconsider the opening case and make a judgment based on the concepts they've learned.
- **NEW "MANAGEMENT AT WORK" CLOSING CASES EFFECTIVELY CONCLUDE EACH CHAPTER.** These captivating cases challenge students to apply chapter concepts to actual management situations. These new cases cover a range of topics from airline alliances and managing air traffic controllers to the Carbon Mitigation Initiative and more.
- **NEW "A WORLD OF DIFFERENCE" BOXES HIGHLIGHT CHANGES COMPANIES ARE MAKING IN THE FACE OF CHANGING TIMES.** Students gain first-hand insights into how effective companies are adapting to today's challenges. Feature boxes examine development assistance, stress among outsources, and advantages or disadvantages to diversifying the board of directors.
- **NEW "ETHICALLY SPEAKING" BOXES EXAMINE PRESSING ETHICAL ISSUES IN TODAY'S WORKPLACE.** These helpful features highlight ethics challenges facing management in the current work environment and address issues such as workplace bullying and drug use.
- **NEW "GREENING THE BUSINESS ENVIRONMENT" BOXES ADDRESS SUSTAINABILITY AND ENVIRONMENTAL ISSUES IN BUSINESS.** With the importance of green issues in business today, these new feature boxes address topics of growing importance. Students study issues, such as changing the climate of global aid and the U.S. Government's stance on Co2 regulation.
- **"THE MORE THINGS CHANGE" BOXES PROVIDE INSIGHTS INTO DEALING WITH CHANGE IN THE WORKPLACE.** Students gain a better understanding of how to handle change in business today as they examine how organizations have handled real challenges, such as United Airlines' pension fund default, evidence-based management, the recent Wisconsin anti-labor law issues, and whistle blowing.
- **NEW "TECHNICALLY SPEAKING" BOXES HIGHLIGHT RECENT TECHNOLOGICAL ADVANCES IMPACTING BUSINESS.** Students carefully examine the technological issues and

challenges facing companies today. They review technology at work in diverse business situations, including online misinformation, technology's impact on Cirque de Soleil, and the advent of remote surgeries.

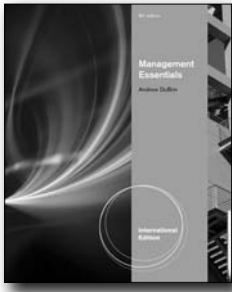
FEATURES

- **REVISED AND NEW BUILDING SKILLS EXERCISES HELP STUDENTS APPLY WHAT THEY HAVE LEARNED.** Help future managers learn how to handle critical situations. These useful exercises in each chapter offer insights into approaching various management situations most effectively. Students improve targeted skills, such as conceptual, diagnostic, decision-making, time-management, and technical abilities.

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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 CONTROLLING PROCESS. 11. Basic Elements of Control. 12. Managing Operations, Quality, and Productivity. 13. Managing Information and Information Technology. Part V: THE ORGANIZING PROCESS. 14. Basic Elements of Organizing. 15. Managing Organization Design. 16. Managing Organization Change and Innovation. 17. Managing Human Resources in Organizations. Part VI: THE LEADING PROCESS. 18. Basic Elements of Individual Behavior in Organizations. 19. Managing Employee Motivation and Performance. 20. Managing Leadership and Influence Processes. 21. Managing Interpersonal Relations and Communication. 22. Managing Work Groups and Teams.

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New Edition!

IE

MANAGEMENT ESSENTIALS, INTERNATIONAL EDITION, 9E

Andrew J. 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. This edition addresses emerging issues, such as sustainability and environmental concerns, management in difficult times, employee morale, diverse workforces, and teamwork. New coverage of ethics, personal productivity, the latest information technology, and decision making are also included. Compelling, memorable examples show how leaders effectively apply principles of management in a wide variety of business settings. New action features, new online skill builders, new cases and video cases work with proven exercises and self-assessment quizzes to help readers develop the managerial, interpersonal, and technical skills necessary for outstanding career success. Help your students acquire the knowledge and skills to manage, lead, and successfully compete in today's rapidly changing business environment with DuBrin's MANAGEMENT ESSENTIALS, 9E, International Edition.

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).
- NEW SECTION ON LEADERSHIP HELPS STUDENTS EXCEL AS MANAGERS AMIDST ADVERSITY AND CRISIS. New insights within Chapter 10 prepare future and current managers to transform challenges and crises into management opportunities with strong leadership skills and insights.
- NEW COVERAGE OF DIVERSITY DEMONSTRATES THE IMPACT OF A COHESIVE WORK ENVIRONMENT ON PRODUCTIVITY. Students examine how workplace harassment contributes to ineffective performance (Ch. 16) and how ostracism of a group member presents a potential disadvantage for all (Ch. 13). Students also learn tips for reducing cross-cultural communication barriers (Ch. 12).
- NEW DISCUSSION (Ch. 6) HIGHLIGHTS HOW TO MAXIMIZE THE USE OF FORECASTS. New scenario planning demonstrates to students how to make good use of forecasts. This edition also emphasizes the Delphi technique for increasing the accuracy of forecasts.
- NEW OPENING AND CLOSING CASES HIGHLIGHT TODAY'S BEST MANAGEMENT PRACTICES. Updated opening and closing cases draw attention to the best management practices found within some of today's strongest, fastest-growing companies, from big, familiar firms, such as Staples, PepsiCo

and Olive Garden, to mid-size, small firms and entrepreneurial start-ups. Fifteen of this edition's chapter-opening cases are new, while 23 of the book's 34 end-of-chapter cases are new.

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BRIEF CONTENTS PART I: 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. Glossary. Index.

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New Edition!

IE

MANAGEMENT FUNDAMENTALS, INTERNATIONAL EDITION, 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. Prepare your students for management today with the current, concise approach in MANAGEMENT FUNDAMENTALS, 6E, International Edition that gives you the flexibility you need to make each course your own.

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.
- **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.
- **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.
- **NEW AND REVISED “CLOSING CASES” CHALLENGE STUDENTS TO APPLY CONCEPTS TO TODAY'S REAL MANAGEMENT SITUATIONS.** Detailed Case Studies at the end of each chapter ask students to apply new concepts or management ideas to actual management and business scenarios drawn from familiar companies, such as GE, JetBlue, Ikea, Dell, and others.

FEATURES

- **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's 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!

IE

MANAGEMENT FUNDAMENTALS, 5E

Concepts, Applications, Skill Development, International Edition

Robert N. Lussier, Springfield College

Using a three-pronged approach of concepts, applications, and skill development, **MANAGEMENT FUNDAMENTALS: CONCEPTS, APPLICATIONS, SKILL DEVELOPMENT,**

International Edition gives students a solid foundation of management concepts and 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 managerial potential. The 14-chapter format is comprehensive enough for a one-term course, yet flexible enough to allow for additional readings, activities, or discussions.

NEW TO THIS EDITION

- Updated Ideas on Management opening vignettes are included (four are new; the rest have been revised to include up-to-date information and topics).
- Added margin notes throughout the chapters show where answers to Review Questions and Communication Skills questions are discussed in the chapter.
- New video case options are provided: BixFlix and On the Job.

FEATURES

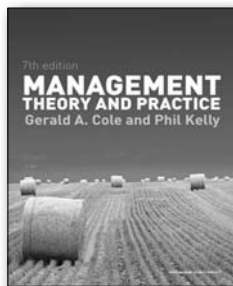
- Ideas on Management chapter-opening vignettes are used in each chapter. They examine a company that is familiar to students, such as the Gap clothing store, and link this company to the chapter topic. Throughout the chapter, the opening vignette is revisited, further linking the chapter material to a well-known company.
- Learning Outcomes: At the beginning 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 stay connected to the chapter's core concepts.
- Skill-Builder Exercises: True to the text's drill-and-practice approach, these end-of-chapter skill-building exercises provide hands-on experiments in the practice and application of management skills. Students work through the exercises on their own, but options for in-class debriefing and group work are provided in the accompanying Instructor's Manual.
- Video Cases provide students with another relevant link from the chapter topic and material to a popular movie, as well as to real-life companies.
- Applying the Concept Boxes: Several short multiple-choice exercises appear in each chapter to gauge student understanding of key concepts as they continue their reading.
- Work Applications: A unique self-study tool, these short applications ask students to take a quick inventory of their experiences and relate them to managerial roles, resources, functions, and decisions.
- In-Text Self-Assessments: These student-centered and practice-oriented assessments are designed to reinforce the students' growing management skills and insight.

CONTENTS

Part I: THE GLOBAL MANAGEMENT ENVIRONMENT. 1.

Management and Entrepreneurship. Appendix A: A Brief History of Management. 2. The Global Environment: Culture, Ethics, Social Responsibility, and Sustainability. Part II. PLANNING. 3. Creative Problem Solving and Decision Making. 4. Strategic and Operational Planning. Appendix B: Time Management. Part III. ORGANIZING. 5. Organizing and Delegating Work. 6. Managing Change: Innovation and Diversity. 7. Human Resources Management. Appendix C: Career Management and Networking. Part IV: LEADING. 8. Organizational Behavior: Power, Politics, Conflict, and Stress. 9. Leading with Influence. 10. Communicating and Information Technology. Appendix D: Written Communication. 11. Motivating for High Performance. 12. Team Leadership. Part V: CONTROLLING. 13. Control Systems: Financial and Human. 14. Operations, Quality, and Productivity. Endnotes. Index.

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New Edition!

MANAGEMENT, 7E

Theory and Practice

Gerald A Cole; Phil Kelly, Liverpool Business School

This classic textbook provides an accessible and authoritative introduction to the whole subject of management, both in theory and in practice. Now in its seventh edition, the text includes new case studies, an updated glossary and a wide range of additional pedagogical features designed to support learning and encourage reflective thinking. Deliberately arranged in concise chapters for easier comprehension, Management: Theory and Practice encompasses all topics commonly taught on business courses at undergraduate and post experience levels, including organization theory, strategy, operations management, logistics, information systems, marketing, human resource management and finance. Reference is made to both historical and contemporary management paradigms, emphasising key themes such as gender, sustainability, globalization, and corporate social responsibility. All the text's theoretical coverage is grounded in numerous real life examples. Management: Theory and Practice draws on its authors' wide experience of both teaching management and being managers, to bring this complex and constantly evolving subject to life. Links to video

case studies (as well as other web links) encourage readers to extend their knowledge beyond the text and end of chapter reference lists indicate the essential books written by key management theorists.

NEW TO THIS EDITION

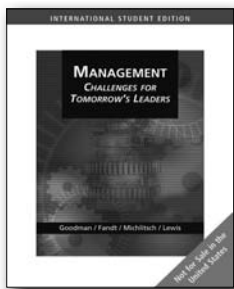
- Updated pedagogical tools, including chapter learning objectives, numerous figures and a glossary which links back to the text, provides unparalleled support to the learning process
- End of chapter features including discussion questions, web links and extensive references, encourage further reading and critical engagement with the topics
- Eight contemporary case studies and links to 77 video cases ensure that key management concepts are actualised in real life worldwide examples
- Extensive online support materials, including MP3 Revision Notes, PowerPoint slides, an instructor's manual and an ExamView testbank are available at www.cengage.co.uk/colekelly7

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MANAGEMENT, 5E, INTERNATIONAL EDITION

Challenges for Tomorrow's Leaders

Pamela S. Lewis; Stephen H. Goodman; Patricia M. Fandt; Joseph Michlitsch

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.
- **Web site:** The text's support web site includes downloadable supplements for instructors and PowerPoint, interactive practice quizzes, exercises, and other information for students.
- **InfoTrac College Edition (ICE):** This text is packaged with InfoTrac College Edition, free of charge! ICE is a fully searchable online database that gives users access to full-text articles from more than 900 periodicals. Authoritative sources are updated daily and date back as far as four years.
- **Textchoice Cases and Exercises:** Textchoice is the home of Cengage Learning's digital content. The Management Cases and Exercises content database allows you to easily evaluate and select cases, experiential exercises, activities, and even your own material to create a course companion tailor-fit to your course.

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New Edition!

10E

MANAGEMENT, 10E

An Approach to Customer Expectations, International Edition

Gemmy S. Allen, North Lake College, Dallas County Community College District; Warren R. Plunkett, Wright College; Raymond F. Attner, Brookhaven College, Dallas County Community College District

MANAGEMENT: AN APPROACH TO CUSTOMER EXPECTATIONS, 10E, International Edition 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. An underlying theme of this edition is Enterprise 2.0, meaning the use of social media in business.

NEW TO THIS EDITION

- MANAGEMENT: AN APPROACH TO CUSTOMER EXPECTATIONS, 10E, International Edition acknowledges the dramatic rise and importance of social media and its uses in business, known collectively as Enterprise 2.0. Examples of

Enterprise 2.0 are woven throughout this edition in examples, boxed features, and chapter-ending exercises. Among the many specific topics explored are Web 2.0 applications, the legal use of email, wikis, blogging software, learning communities, networks, and the strategic use of Enterprise 2.0.

- One of this edition's authors, Gemmy Allen, will be supporting student learning with supplemental information delivered through social media. Ms. Allen has created a blog, twitter account, and Facebook page that will be regularly updated with tips, ideas, and the latest research. Students will be able to use these tools for sharing and collaboration as well as up-to-the-minute learning.
- Responding to users' feedback, the authors have incorporated the latest data and information on such emerging topics as managing in turbulent times, the recent global economic recession, downsizing and off shoring, leadership styles, emotional intelligence, new technologies, sustainability and other "green" issues, the management of a diverse workforce, innovation, entrepreneurship, and intrapreneurship.
- Each chapter in the 10th edition now opens with a fun and engaging self-assessment quiz for students to complete. The quizzes help students explore such relevant topics as 21st-century work-related skills, openness to change, learning styles, strategic thinking, productivity, decision making, attitudes about power, and many more.
- The end-of-chapter materials have now been clarified and separated into two distinct categories that will help instructors formulate the most effective learning paths for their students: review and assessment (including a chapter summary, key terms, basic review questions, and more complex and challenging discussion questions) and extension and application (including Web 2.0 exercises, Business & Company Resource Center exercises, and Experiential Learning Exercises).
- Instructors are asking for more experiential learning opportunities, and the 10th edition delivers with exercises that will help students explore such timely and valuable topics as essential managerial traits, quality in production, online selling, the application of branding, organizational concepts, corporate culture, and more.
- A new set of On the Job Video Cases bring all of the theoretical management concepts to life by showing how real companies grapple with actual management situations. The videos feature an impressive array of forward-thinking, ethically based companies, including Numi Teas, Flight 001, Evo Gear, and more.
- NEW COURSEMATE (WITH eBook) PREMIUM WEBSITE, INCLUDING A ROBUST SET OF ENGAGEMENT & STUDY TOOLS: Provide your students with a robust array of learning tools to enrich their course experience. Students gain immediate access to videos with quizzing, interactive self-assessments, exercises to accompany the optional Business and Company Resource Center (BCRC), as well as helpful interactive quizzes and engaging games. The Engagement Tracker tool, when used, provides you with the ability to identify at-risk students while it's still early enough to help, and also allows you to see what resources your student find most valuable.

FEATURES

- Quality Management boxes: Each chapter has a feature on the continuous improvement of the high performance workplace.
- 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.

CONTENTS

Part I: FUNDAMENTALS OF MANAGEMENT. 1. A Broad View of Management. 2. The Evolution of Management Thinking. 3. Organizational Culture and Interactive Forces. Part II: PLANNING FOR GROWTH. 4. Strategic Planning. 5. Achieving Top Quality. 6. Decision Making in Management. Part III: CREATING EFFECTIVE ORGANIZATIONS. 7. Principles of Organization. 8. Designing an Adaptive Organizational Culture. 9. Corporate Social Responsibility and Ethics. Part IV: STAFFING FOR HIGH PERFORMANCE. 10. Building A Workforce. 11. Personal and Organizational Communication. Part V: INFLUENCING BEHAVIOR AND ACTIONS. 12. Motivating Employees. 13. Organizational Leadership. 14. Managing Teams and Work Groups. Part VI: CONTROLLING OPERATIONS. 15. Systems for Managing Information. 16. The Purpose and Application of Control. Appendices. Operations Management. International Management. Succeeding in Your Organization.

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New Edition!

MANAGEMENT, 4E

Asia Pacific Edition

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

This 4th Asia-Pacific edition of Management maintains its comprehensive theoretical base while bringing the challenges of management to life with hundreds of real-world examples.

NEW TO THIS EDITION

- Sustainable Development integrated throughout, each chapter includes coverage of the aspects of sustainability relevant to the chapter topic
- Increased coverage of not-for-profit organisations, social enterprises, technological advances, business intelligence, intelligence teams, crisis planning, network approach, the

social contract, diversity management, personality and behaviour, stress management, leadership theories, followership, work engagement, organisational communications, gender communications, effective teams, virtual teams, budget controls, corporate governance

- Raft of new and up to date examples. Companies include Brumbys, Nortel, Toyota, Google, Toll Holdings, Facebook, Dodo, Qantas, Caterpillar, Ted's Cameras, eHarmony, Kimberley Clark, Sun Microsystems, Nokia, Qld Flood crisis, Dell
- Each Chapter opens with a self test that encourages students to assess their own skills and attitudes as related to each chapter topic. The self tests provoke student to consider their strengths or weaknesses in different areas, and how these may influence the way to approach or experience various opportunities and difficulties in the workplace
- Management Challenge vignette that encourage students to evaluate how key chapter concepts apply in real-life scenarios
- Management in Practice boxed feature relates theory to practice by exploring practical applications of management in the real world by profiling businesses, people and projects
- 'Innovative Way' boxed feature highlights companies and managers at the forefront of innovation in management practice
- Capstone Chapter Making Effective Management Happen: contains material covering core principles and practices of successful companies and poor practices that lead companies to underperform or fail. It holistically brings together theory, integrating it into effective practical concepts to show outcomes in real action in the real world
- End of Chapter 'Group Challenge' engages students in point/counterpoint debates about the tensions that exist in all levels of management

FEATURES

- Case studies strategically placed throughout the chapters to illustrate the application of management concepts to specific companies. These in-text examples cover a range of well-known local and international companies that put students in touch with the real world of organisations so that they can appreciate the value of management concepts

CONTENTS

Part I: Introduction to management 1. The changing world of management 2. The evolution of management thinking Part II: 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 III: Planning 7. Organisational planning and goal setting 8. Strategy formulation and implementation 9. Managerial decision making Part IV: Organising 10. Fundamentals of organising 11. Managing change to achieve performance 12. Human resource management 13. Managing diversity Part V: Leading 14. Dynamics of behaviour in organisations 15. Leading in organisations 16. Motivation 17. Communication in organisations 18. Teamwork in organisations Part VI: Controlling 19. Managerial and quality

control 20. Managing the Value Chain, Information Technology and e-business Capstone Chapter Making Effective Management Happen

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New Edition!

IE

MANAGEMENT, 8E

The New Workplace, International Edition

Richard L. Daft, Vanderbilt University; Dorothy Marcic, Vanderbilt University

MANAGEMENT: THE NEW WORKPLACE, 8E, 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. Students gain valuable insights into real, contemporary business as they examine today's best management practices. This edition helps students establish and build upon practical skills they can readily apply to future or current careers. Engaging examples and numerous skill-building and application exercises in every chapter help students deepen their understanding and refine their management abilities.

NEW TO THIS EDITION

- Have your students “think like managers” with Aplia's premium student engagement tool for management. This tool allows you to easily manage the subtle dynamics of teaching Principles of Management, with problem sets that guide students through calculated combination of lower order thinking skills exercises and higher order thinking skills exercises.
- **NEW ARE YOU READY TO BE A MANAGER? QUESTIONNAIRE MAKES MANAGEMENT PERSONAL FOR STUDENTS.** A new short chapter-opening questionnaire asks students to take a brief personal inventory before diving into chapter topics, bringing management principles to the forefront through self assessment.
- **NEW REMEMBER THIS FEATURES REINFORCE LEARNING.** At the end of each major section of a chapter, there is a Remember This bullet-point summary of the key concepts, ideas, and terms

- discussed in that section. The Remember This list gives students an easy way to review the salient points covered in the chapter.
- **NEW AND REVISED GROUP AND INDIVIDUAL EXERCISES PROVIDE MORE PRACTICAL BUSINESS EXPERIENCE.** Revised end-of-chapter and Action Learning 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.
- **NEW “ON THE JOB” VIDEO CASES PROVIDE BEHIND-THE-SCENES INSIGHTS INTO TODAY'S BUSINESS ENVIRONMENT.** A new “On the Job” Applied Video Case for each chapter features real managers performing their duties in actual business environments. Managers candidly discuss today's challenges and share professional insights during brief interviews. These unique Video Cases illustrate the real value and application of the management concepts students are learning.
- **NEW ENGAGING “CONTINUING CASE” PROVIDES LONG-TERM PERSPECTIVE ON MANAGEMENT'S ROLE IN A FAMILIAR ORGANIZATION.** 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 Walmart. Students benefit from seeing how the challenges, activities, and achievements of managers today shape the success or failure of an organization as a whole.
- **EXPANDED SOCIAL MEDIA COVERAGE PREPARES STUDENTS FOR CONTEMPORARY BUSINESS CHALLENGES.** This edition provides additional enhanced coverage of social media and its influence on management to further prepare students for the business challenges awaiting them.
- **REVISED SELF-ASSESSMENTS PROVIDE DIRECTION FOR STUDENTS TO REFINE SKILLS.** Three detailed Self-Assessments for your students appear within the chapter and as part of the comprehensive final review.

CONTENTS

Part I: INTRODUCTION. 1. Innovative Management for a Changing World. Part II: THE ENVIRONMENT. 2. The Environment and Corporate Culture. 3. Managing in a Global Environment. 4. Managing Ethics and 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 V: CONTROLLING. 10. Managing Quality and Performance. Part VI: LEADING. 11. Understanding Individual Behavior. 12. Leadership. 13. Motivating Employees. 14. Managing Communication. 15. Leading Teams. Appendix A: Managing Small Business Start-Ups. Appendix B: Continuing Case.

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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.

NEW TO THIS EDITION

- 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 students 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.

FEATURES

- Concise yet complete coverage of management principles supported by a suite of online learning aids.
- For students: 6-month subscription to MGMT website containing interactive quizzes, videos, podcasts, flashcards, management case studies, games and more + Search me! management providing students with 24 hr access to full-text articles from hundreds of scholarly and popular periodicals as well as e-books.
- For instructors: Access to online resources including Instructor’s Manual, PowerPoint slides, ExamView testbank, chapter prep cards, Biz Flix, local and international case studies, US video cases and more.

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 Edition!

MGMT5 (WITH MANAGEMENT COURSEMATE PRINTED ACCESS CARD), 5E

Chuck Williams, Butler University

Student-tested and faculty-approved, MGMT5 2013 EDITION 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, MGMT says it all in four letters, reflecting how this unique solution speaks in the language of today's learner. MGMT₅ started with student conversations, focus groups, interviews, surveys, and input from nearly 150 faculty members like you. This innovative approach unites today's latest management research with author Chuck Williams's unique storytelling approach in a visually rich, yet professional, design that reads like a business periodical. MGMT₅ provides a streamlined, concepts-driven format with optional exercises, new cases, and new practical applications that you can choose to use depending on your students' needs. MGMT₅ 2013 EDITION offers the engaging principles of management solution that you and your students have created together.

NEW TO THIS EDITION

- **NEW ASSIGNMENTS HELP KEEP YOUR COURSE UP TO DATE.** Many new "Management Decision" and new "Management Team Decision" assignments for MGMT₅ put students in contemporary management positions and ask them to resolve organizational situations. Resolutions to these engaging cases are available in the Instructor's Manual, providing you with strong discussion tools or assignments to verify student mastery of chapter concepts. Additional new "Management Team Decision" cases for select chapters are specifically designed for group assignments.
- **NEW CHAPTER VIDEOS.** This edition's video package offers new Management Workplace videos for each chapter that immediately engage students and jumpstart classroom discussion. These videos take students into the inner workings of organizations like Barcelona Restaurant Group, Theo Chocolate, and Holden Outerwear too see how management theories are applied in real-world businesses.
- **NEW APLIA™ PREMIUM STUDENT ENGAGEMENT TOOL ENCOURAGES STUDENTS TO "THINK LIKE MANAGERS."** This leading online assignment solution for management is fully integrated with the text. Problem sets provide calculated combinations of both lower order and higher order thinking skills exercises. Engaging video cases and interactive charts and graphs seamlessly integrate with self-assessments and vivid examples. You can easily hold students accountable for their own engagement.

FEATURES

- **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's

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, <http://www.cengagebrain.com>.

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. Endnotes. Name Index. Subject Index.

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New Edition!

IE

NEW ERA OF MANAGEMENT, INTERNATIONAL EDITION, 10E

Richard L. Daft, Vanderbilt University

Equip your students with the confidence and innovative skills they need to manage successfully in today's rapidly changing, turbulent business environment. 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. D. Development of the latest managerial theories and innovative skills prepares students to adapt new technologies and inspire exceptional performances in managerial roles. A. Applications focus on contemporary ideas and relevance to students using a combination of cutting-edge exercises, memorable examples, unique photo essays, new video cases, and topics not typically found in other management texts. F. Foundations in the best management practices combine fresh ideas with proven managerial research organized around the four functions of management. T. Technology in a leading support package delivers innovative solutions, from course management tools to new video cases and a premium website that helps ensure students reach their full management potential.

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. Students find a one-stop-shop for quick concept review as this section highlights key terms and definitions as well as other key points important to the management concept.
- **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. A new “Hot Topic” icon now used throughout the text draws your students’ attention to some of the most up-the-date examples of management turbulence.
- **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. Students develop stronger managerial competencies as they examine how concepts from each part of the text apply to management situations, help overcome problems, and assist in formulating long-term solutions.
- **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. Corresponding printed cases found in an appendix at the end of the text vividly illustrate the value and application of the management concepts students are learning.
- **NEW “APPLY YOUR SKILLS: SMALL GROUP BREAKOUT” ACTIVITIES REINFORCE TEAMWORK AND INNOVATIVE THINKING.** Your students have perfect opportunities to apply management skills with these new small group activities at the end of each chapter. Students consider real management situations and problems and work together as a team to develop

and apply solutions.

FEATURES

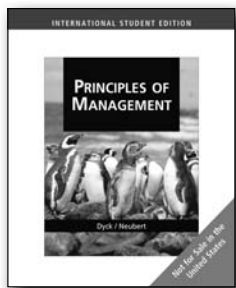
- **FRESH FOCUS ON THE FUTURE HIGHLIGHTS THE LATEST INNOVATIONS IN THE WORKPLACE AND MANAGEMENT TODAY.** Author Richard Daft’s engaging, insightful approach makes it easy to engage students with today’s emerging ideas, examples of progressive organizations, and innovative responses to today’s everyday challenges. You’ll find captivating discussions of the latest business crises that reflect the changing field of management and help prepare students with important management skills.
- **CHAPTER-OPENING ASSESSMENTS ENCOURAGE PERSONAL MANAGERIAL DEVELOPMENT.** Students immediately become engaged in chapter topics as brief “Opening Questionnaires” pose thought-provoking questions related to the chapter’s content. In addition, “New Manager Self-Test” features within each chapter let students inventory their personal skills and check their understanding of how concepts apply, first-hand, to the manager’s role.
- **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.

CONTENTS

Part I: INTRODUCTION TO MANAGEMENT. 1. Managing in Turbulent Times. 2. The Evolution of Management Thinking. Part II: THE ENVIRONMENT OF MANAGEMENT. 3. Corporate Culture and The Environment. 4. Managing in a Global Environment. 5. Ethics and Social Responsibility. 6. Small Business Start-Ups. Part III: PLANNING. 7. Planning and Goal Setting. 8. Strategy Formulation and Implementation. 9. Decision Making. Part IV: ORGANIZING. 10. Designing Adaptive Organizations. 11. Change and Innovation. 12. Human Resource Management. 13. Managing the Challenge of Diversity. Part V: LEADING. 14. Dynamics of Behavior in Organizations. 15. Change and

Innovation. 16. Motivation. 17. Communication. 18. Teamwork. Part VI: CONTROLLING. 19. Quality and Performance. Appendix A: Managing the Value Chain, Web 2.0, and E-Business.

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PRINCIPLES OF MANAGEMENT, INTERNATIONAL EDITION

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

Unlike any other text available today, Dyck/Neubert's *PRINCIPLES OF MANAGEMENT, 1E, INTERNATIONAL EDITION* blends the strengths of two management perspectives. Now you can choose a truly unique management text that establishes a strong traditional management foundation while addressing the issues that today's millennial students will face in their future careers. The authors' solid mainstream approach in each chapter addresses the traditional four main functions of management. The authors then take management a step further by closely examining multistream 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 involves balancing a broad set of criteria, ranging from community enhancement and ecological sustainability to meaningful work and financial viability. Throughout the text, captivating experiences and stories from actual managers and leading organizations demonstrate managers making a difference. With a practical, hands-on focus, the text equips students 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 your students 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, INTERNATIONAL EDITION, 12E

Carlene M. Cassidy, Anne Arundel Community College; Robert Kreitner, Arizona State University

PRINCIPLES OF MANAGEMENT, 12E, 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. A robust network of supplements helps students to understand the hands-on, real-world application of chapter concepts.

NEW TO THIS EDITION

- Currency is key in the new edition, which is why the authors have made every effort to address the “hot topics” today’s instructors have asked for: the 2008-09 recession, managing in turbulent times, sustainability and environmental issues, the latest technology, and the future of business and management. To address these and many more important issues, the authors have included numerous new sources of current data, recent U.S. laws, contemporary interviews, and just completed research.
- Nearly all of the text examples and cases have been replaced to keep the content fresh. Students will learn about new aspects of companies they’re already familiar with, such as Apple, Google, Wal-Mart, Yahoo!, Intel, IBM, Pfizer, UPS, Siemens, Facebook, AT&T, Amazon.com, Coca-Cola, Hewlett-Packard, Starbucks, Boeing, Nike, Xerox, and Chanel. In addition, students will discover less-familiar businesses around the world, including Southern Ohio Medical Center, Dominion Farms, Vodafone, DM Bicycle Company, Teva Pharmaceuticals, Boots Drugstores, Quality Float Works, The Sky Factory, Workday, and Rackspace.
- Since “going green” has become such an important trend in today’s society, the authors have added a new type of boxed feature on Green Management. These sidebars cover such topics as managing limited resources, energy usage as a competitive advantage, waste management, biodegradable products

and packaging, alternate energy sources, “greenwashing,” community planning, decreasing airplane usage for business, sustainable HR practices, and more.

- To enhance the book’s focus on Ethics, and to provide more opportunities to engage in active learning, the authors have added a new end-of-chapter group exercise called the Ethics Exercise. Working in teams, students will explore ethical management dilemmas like offshoring, unemployment, the accommodation of religious customs in the workplace, censorship, ethics instruction in colleges, overtime, privacy in the workplace, executive compensation, and more.
- Due to the popularity of video cases, this edition now features one video case per chapter, including background information and discussion questions. The new set of videos features Numi Teas, Evo Gear, Preserve by Recycline, Flight 001, Gold + Williams, and several other notable companies grappling with the application of common management functions.
- In addition to the standard update of all instructor ancillaries, the new edition’s Test Bank will be upgraded to contain more applications-oriented questions as well as fact-recall questions.
- **NEW COURSEMATE (WITH eBook) PREMIUM WEBSITE, INCLUDING A ROBUST SET OF ENGAGEMENT & STUDY TOOLS:** Provide your students with a robust array of learning tools to enrich their course experience. Students gain immediate access to videos with quizzing and PowerPoint slides, as well as helpful interactive quizzes and engaging games. The Engagement Tracker tool, when used, provides you with the ability to identify at-risk students while it’s still early enough to help, and also allows you to see what resources your student find most valuable.

FEATURES

- PRINCIPLES OF MANAGEMENT, 12E, International Edition offers a distinctive mix of contemporary management theory and application. The skills-centered approach encourages hands-on problem solving, which helps students understand how concepts relate to real-world practice.
- The lively, dynamic “magazine” looks of the design makes reading more engaging and entertaining.
- The Interactive Annotations scattered throughout the book help to re-engage readers’ interest and also encourage them to explore additional, relevant information available from other sources, including the Internet.

CONTENTS

Part I: THE CHALLENGE OF MANAGEMENT. 1. Introduction to Management. 2. Management’s Changing Environment: Globalization and Technology. 3. Management Thought: An Evolution. 4. Social and Ethical Responsibilities. 5. Cross-Cultural Competence when Managing Internationally. Part II: HUMAN RESOURCES, ORGANIZATION, AND COMMUNICATION. 6. Managing Human Resources. 7. The Design of Effective Organizations. 8. Modern Communications. Part III: STRATEGY AND PLANNING. 9. Project Management and Planning. 10. Strategizing for Success. 11. Problem Solving and Decision Making. Part IV: LEADERSHIP AND MOTIVATION. 12. Performance and

Motivation. 13. How Groups Work Together. 14. Leadership, Power, and Influence. 15. Managing Change and Conflict. Part V: ORGANIZATIONAL CONTROL. 16. Managing Quality and Control.

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New Edition!

IE

PRINCIPLES OF MANAGEMENT, INTERNATIONAL EDITION, 7E

Chuck Williams, Butler University

Make today's management theories and applications meaningful, memorable, and engaging for your students with PRINCIPLES OF MANAGEMENT, 7E, International Edition. Master storyteller, 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 CengageNOW™ FOR PRINCIPLES OF MANAGEMENT, 7E, International Edition GIVES YOU MORE CONTROL IN LESS TIME AND DELIVERS BETTER STUDENT OUTCOMES. This online course management system includes book-specific resources and numerous multimedia tools for students. Flexible assignments, automatic grading, and an exportable gradebook with reports save you time. The Personalized Study Plan diagnostic tool empowers students to master concepts, prepare for exams, and become more involved in class. An integrated eBook provides flexibility in price. CengageNOW™ can be integrated with a variety of Learning Management Systems, such as Blackboard®.
- NEW APLIA™ PREMIUM STUDENT ENGAGEMENT TOOL

ENCOURAGES STUDENTS TO “THINK LIKE MANAGERS.” This leading online assignment solution for management is fully integrated with the text. Problem sets provide calculated combinations of both lower order and higher order thinking skills exercises. Engaging video cases and interactive charts and graphs seamlessly integrate with self-assessments and vivid examples. You can easily hold students accountable for their own engagement. A flexible grading system offers grade analytics and gradebook export tools to work with any learning management system. Aplia can be integrated with a variety of Learning Management Systems, such as Blackboard®.

- NEW MANAGEMENT WORKPLACE VIDEOS DEMONSTRATE MANAGEMENT CONCEPTS IN ACTION. Nothing helps students master management concepts like seeing them put into practice in the real world. New Management Workplace videos take an in-depth look into the inner workings of intriguing, successful companies, such as Mitchell Gold + Bob Williams, Holden Outerwear, Camp Bow Wow, and others.
- “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 with numerous memorable, current examples. Now you can easily direct your attention to the latest examples in this new edition with the unique “What's New?” icon. This callout highlights dozens of new examples that bring stories from today's business section of the newspaper into your classroom for engaging discussion.
- 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 Netflix, DuPont, Delta Airlines, and Louis Vuitton. Questions following the case challenge students to determine what they would do if they were the managers in each situation. This personalizes the dilemma as students apply their skills to common managerial problems. Solution to these chapter-opening cases—called “What Really Happened?”—appear in the Instructor's Manual.
- NEW MANAGEMENT TREND AND MANAGEMENT FACT BOXES. Through the text, new feature boxes highlight cutting-edge research into management studies, as well as the innovative management practices that leading companies use in everyday business.
- NEW ASSIGNMENTS HELP KEEP YOUR COURSE UP TO DATE. Many new “Management Decision” and new “Management Team Decision” assignments put students in contemporary management positions and ask them to resolve organizational situations. Resolutions to these engaging cases are available in the Instructor's Manual, providing you with strong discussion tools or assignments to verify student mastery of chapter concepts. Additional new “Management Team Decision” cases for select chapters are specifically designed for group assignments.

FEATURES

- “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 with numerous memorable, current examples. Now you can easily direct your attention to the latest examples in this new edition with the unique “What’s New?” icon. This callout highlights dozens of new examples that bring stories from today’s business section of the newspaper into your classroom for engaging discussion.

- DETAILED STUDY TIPS DIRECT STUDENTS’ EFFORTS. Knowing how to study effectively is not an innate talent. Realizing this, author Chuck Williams has provided a new, useful Study Tip as part of each chapter opener. Eighteen different Study Tips give students many proven options for effectively reviewing key manager concepts and mastering chapter content.
- CHAPTERS ORGANIZED INTO MANAGEABLE SECTIONS AND CLEAR OUTLINES ENABLE STUDENT STUDY. 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. Because students are often unable to read an entire chapter in one sitting, these numbered headings help the reader easily locate their place within the chapter. Detailed chapter reviews at the end of the book relate back to each section further reinforcing learning.

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



New Edition!

IE

MANAGING SMALL BUSINESS, 16E

An Entrepreneurial Emphasis, International Edition

J. William Petty, Baylor University; Leslie E. Palich, Baylor University; Frank Hoy, Worcester Polytechnic Institute; Justin G. Longenecker, Baylor University

Help your students realize their dreams of small business success with Longenecker’s market-leading text **MANAGING SMALL BUSINESS: AN ENTREPRENEURIAL EMPHASIS, 16E, International Edition**. This popular text continues to lead with its comprehensive approach, precedent-setting coverage, innovative tools, engaging examples, and integrated resource package. **MANAGING SMALL BUSINESS: AN ENTREPRENEURIAL EMPHASIS, 16E, International Edition** delves into the fundamentals of business management with an emphasis on how to start a business as well as how to manage, grow, and harvest one—the full business cycle. The book’s thorough emphasis on building the business plan offers a full complement of chapters plus a full business plan that gives you flexibility in assignment options. All-new cases, proven exercises, and online activities place students in the role of decision makers to sharpen their understanding of concepts. Unforgettable examples, exciting video cases, and coverage of the most current developments in business management today keep this engaging text as current and practical now as it was when it led the market in its first edition 50 years ago. Each edition builds upon past strengths with new innovations and breakthrough developments. This edition captures the excitement of small business with multimedia resources; such as popular video cases and Small Business and Entrepreneurship Resource Center’s robust collection of business-related articles and resources. **MANAGING SMALL BUSINESS: AN ENTREPRENEURIAL EMPHASIS, 16E, International Edition** provides the valuable resources your students will reference and rely upon throughout their entire business careers.

NEW TO THIS EDITION

- COMPLETELY NEW START-UP STORIES VIDEOS offer inside views into today’s innovative small businesses in action: All of

the videos are new and provide students with engaging, insider looks into creative ideas at work in a variety of interesting and innovative small businesses. Some of the videos cover Five Guys Burgers and Fries, Two Men and a Truck, Kind Snacks, B2B CFO, among others. Available on DVD & online inside CourseMate, these lively segments bring a real-world perspective to your classroom with fascinating illustrations of entrepreneurship in action.

- **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, and legal and global issues affecting entrepreneurs in tough economic times: More on social media. More on small business opportunities. More on Internet businesses. More examples of problems running a business. Condensed coverage of ethics material. Discussion of the effects of the recent recession on small businesses.
- **NEW feature: StartUp (StartUp) features throughout provide direction/guidance on entrepreneurial Skills, Tools, Actions, Resources, and Transforming (going to the next level).**
- **NEW COURSEMATE (WITH eBook) PREMIUM WEBSITE, INCLUDING A ROBUST SET OF RESEARCH & STUDY TOOLS:** Provide your students with a robust array of learning tools to enrich their course experience. Students gain immediate access to the “StartUp Stories” 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. The Engagement Tracker tool, when used, provides you with the ability to identify at-risk students while it’s still early enough to help, and also allows you to see what resources your student find most valuable.

FEATURES

- **CLEARLY PRESENTED FINANCE CHAPTERS KEEP IMPORTANT FINANCIAL INFORMATION UNDERSTANDABLE AND PRACTICAL:** Understanding and using financial information is frequently a challenge for both students and today’s small business owners. Because knowing how to use and apply financial information is so critical for small business success, this edition’s financial chapters provide careful attention to finance matters. What was previously one chapter on financial statements has been split into two chapters. The new material should help create a level playing field for the “non-accounting” student.
- **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 CourseMate 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.
- **FULL SECTION DEVOTED TO DEVELOPING A THOROUGH BUSINESS PLAN ENSURES SUCCESS:** This book includes a

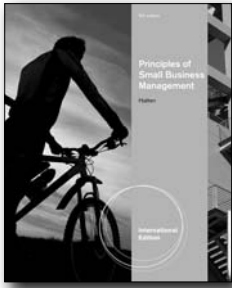
full complement of chapters devoted to the essential tasks associated with developing a business plan. The authors ensure that students answer all of the tough questions in developing a business plan. Targeted questions within the chapters in Part 3 lead students through the process of building their 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.
- **WEALTH OF ONLINE RESOURCES IN COURSEMATE TO ASSIST STUDENTS:** Provide your students with a robust array of learning tools to enrich their course experience. Students gain immediate access to the “StartUp Stories” 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. The Engagement Tracker tool, when used, provides you with the ability to identify at-risk students while it’s still early enough to help, and also allows you to see what resources your student find most valuable.

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. Franchises and Buyouts. 5. The Family Business. Part III: DEVELOPING THE NEW VENTURE BUSINESS PLAN. 6. Creating Business Plans. 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 IV: MANAGING GROWTH IN THE SMALL BUSINESS. 19. Professional Management and Leadership. 20. Human Resource Management. 21. Operations Management. 22. Managing the Firm’s Assets. 23. Risk Management.

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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

- 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.

FEATURES

- New Chapter Opening Vignettes highlight how entrepreneurs approach small business opportunities and challenges. New topics and entrepreneurs include: Elon Musk of Telsa Motors, John Goscha, Morgen Newman, and Jeff Avallon--founders of IdeaPaint, Craig Bramscher of Brammo motorcycles, Eden Clark of eDivvy, among many others.
- Entrepreneurial Snapshot features introduce the people behind some of today's most interesting and innovative businesses.

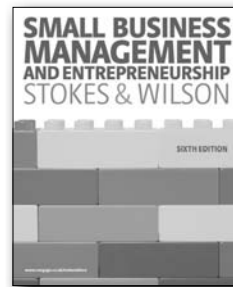
Profiles include Jim Koch of Boston Beer Company; Katie Shea and Susie Levitt, who invented Citisoles; and Norm Brodsky of CitiStorage.

- Manager's Notes include specific tips, tactics and action used by successful small business owners.

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, Kingston University; Nicholas Wilson

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. Glossary of terms Index.

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IE

SMALL BUSINESS, 8E

An Entrepreneur's Business Plan, International Edition

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

Guide students in their first steps toward small business success as they transform their business ideas into powerful, functional business plans with the latest edition of *SMALL BUSINESS: AN ENTREPRENEUR'S BUSINESS PLAN, 8e, INTERNATIONAL EDITION*. This indispensable guide to small business enterprise by accomplished educators and entrepreneurs J.D. Ryan and Gail Hiduke helps students refine their business talents as they learn to effectively identify business opportunities, market needs, and target customers. The text's practical action-step approach focuses on developing and writing a business plan from the ground up using a variety of timely tools and contemporary resources with ongoing links to the latest small business information available on the Internet. Throughout this edition, students gain firsthand glimpses into the challenges and successes

that other passionate entrepreneurs face. Whether students plan to purchase a franchise or an existing business or pursue a start-up, you can help them sharpen their business focus and develop the confidence critical for small business success with Ryan/Hiduke's *SMALL BUSINESS: AN ENTREPRENEUR'S BUSINESS PLAN, 8E, INTERNATIONAL EDITION*.

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

- **ACTION STEPS GUIDE STUDENTS THROUGH EVERY PHASE OF A START-UP:** 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.
- **ENTREPRENEURIAL VIGNETTES PROVIDE INSIGHTS INTO BUSINESS-FOCUSED MINDS:** Brief case studies full of strategies and real-world applications provide firsthand insights into today's entrepreneurial minds and ventures. Modified for simplicity and clarity, these intriguing Entrepreneurial

Vignettes reflect compiled case studies and experiences from entrepreneurs the authors have known.

- **FEATURED BUSINESS PLANS HIGHLIGHT VARIED APPROACHES:** Concepts become actions in practice with the examples of full business plans featured in this edition. Appendix A, “Fast-Start Business Plan” is ideal for a small business requiring minimal capital. Appendix B provides a more in-depth business plan proposal for a chocolate store located at Sea World.
- **COMMUNITY RESOURCES PROVIDE SUPPORT:** 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, including entrepreneurial organizations, entrepreneurial podcasts, and other professional associations. The book clearly demonstrates the value of networking with individuals pursuing similar dreams.
- **NEW EXAMPLES CAPTURE THE PASSION OF TODAY’S ENTREPRENEURS:** Each chapter highlights an entrepreneur who exhibits a remarkable passion for his or her products, locations, or markets. These vignettes--almost half of which are new to this edition--focus on entrepreneurs such as a woman who developed sun-protective clothing after being diagnosed with melanoma and a synthetic biologist who is pursuing a mission to destroy antibiotic-resistant bacteria.

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1. Your Great Adventure.
 2. Spotting Trends and Opportunities.
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 4. Profiling Your Target Customer.
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 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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STRATEGIC MANAGEMENT



New Edition!

IE

THE MANAGEMENT OF STRATEGY, 10E Concepts and Cases, International Edition

R. Duane Ireland, Texas A&M University; Robert E. Hoskisson, Rice University;
Michael A. Hitt, Texas A&M University

Written by highly respected experts and prestigious instructors Ireland, Hoskissons, and Hitt **THE MANAGEMENT OF STRATEGY: CONCEPTS AND CASES, 10E, International Edition** provides an intellectually rich, yet thoroughly practical, analysis of strategic management today. This unique text is the only one that integrates the classic industrial organization model with a resource-based view of the firm to give students a complete understanding of how today’s businesses use strategic management to establish a sustained competitive advantage. The authors combine the latest, cutting-edge research and strategic management trends with ideas from some of today’s most prominent scholars. A strong global focus and carefully selected examples from more than 600 emerging and established companies place ideas into context within an inviting, practical presentation.

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.
- **NEW CHAPTER OPENING CASES.** These new cases set the stage for the engaging chapter topics. Companies and organizations featured include, among others, Borders, British Petroleum (BP), and Starbucks.
- **NEW “VIDEO CASE.”** Each chapter features a new video case that illustrates chapter concepts.
- **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.

- NEW "EXPERIENTIAL EXERCISE." Each chapter features a new experiential exercise that asks students to apply what they've learned in the chapter.

FEATURES

- THIS EDITION INCLUDES A FULL CengageNOW OPTION -- This robust, online course management system gives you more control in less time and delivers better student outcomes -- NOW. CengageNOW includes teaching and learning resources organized around lecturing, creating assignments, grading, quizzing, and tracking student progress and performance. Flexible assignment options include BizLX simulations, Video Cases, Experiential Exercises, & Case Analysis questions (including full cases). Automatic grading and a gradebook option provide more control while saving you valuable time. A Personalized Study diagnostic tool empowers students to master concepts, prepare for exams, and become more involved in class. CengageNOW can work with your current course management system, and in many cases can be integrated with your current course management system to provide a thorough experience for your students!
- WRITE EXPERIENCE 2.0 WRITING TOOL FOR STRATEGIC MANAGEMENT -- Cengage Learning's Write Experience is a new technology that is the first in higher education to offer students the opportunity to improve their writing and analytical skills without adding to your workload. Offered through an exclusive agreement with Vantage Learning, creator of the software used for GMAT essay grading, Write Experience evaluates students' answers to a select set of assignments for writing for voice, style, format, and originality. For more information about this unique course solution, contact your local sales representative.
- THIS EDITION EXAMINES THE IMPACT OF CURRENT GLOBAL EVENTS AND STRATEGIC TRENDS -- Give your students a better understanding of today's important current trends, contemporary events and their impact on strategic management. Expanded coverage addresses the recent global economic climate, environmental sustainability, emerging markets, 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.
- "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. Others expand upon one of the chapter's topics. Students link to the most current research and information about these organizations using the Business Company and Resource Center (BCRC).
- 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. The authors use their experience to build a strong foundation from classic as well as contemporary research.

CONTENTS

Part I: STRATEGIC INPUTS. 1. Strategic Management and Competitiveness. 2. The External Environment: Opportunities, Threats, Competition, and Competitor Analysis. 3. The Internal Environment: Resources, Capabilities, Competencies, and Competitive Advantages. Part II: FORMULATION OF STRATEGIC ACTIONS. 4. Business-Level Strategy. 5. Competitive Rivalry and Dynamics. 6. Corporate-Level Strategy. 7. Strategic Acquisition and Restructuring. 8. Global Strategy. 9. Cooperative Implications for Strategy. Part III: IMPLEMENTATION OF STRATEGIC ACTIONS. 10. Corporate Governance and Ethics. 11. Structure and Controls with Organizations. 12. Leadership Implications for Strategy. 13. Entrepreneurial Implications for Strategy. Part IV: CASES. 1. Adobe Systems Incorporated. 2. Apple Inc.: Keeping the "i" in Innovation. 3. AT&T. 4. Best Buy. 5. CEMEX (A): Building a Global Latina. 6. Domino's Pizza: A Case Study in Organizational Evolution. 7. Dr Pepper Snapple Group 2011: Fighting to Prosper in a Highly Competitive Market. 8. Ford Motor Company. 9. From Low Cost to Global Leadership. 10. From Swords to Ploughshares. 11. Google. 12. Gore: Developing Global Teams to Meet 21st Century Challenges at W. L. Gore & Associates*. 13. Great Lakes: Great Decisions (A). 14. Herman Miller: A Case of Reinvention and Renewal. 15. Attention Shoppers: Executive Compensation at Krogers, Safeway, Costco, and Whole Foods. 16. McDonald's: From Big Mac to P'tit Plaisir. 17. Mellon. 18. Microsoft Corp. 19. Movie Exhibition Industry: The Movie Exhibition Industry: 2011. 20. Navistar. 21. Netflix. 22. Nike's Global Women's Fitness Business: Driving Strategic Integration. 23. Porsche. 24. Rite Aid Corporation. 25. RJ Reynolds. 26. Twitter. 27. Under Armour. 28. Union Pacific. 29. Valeant Pharmaceuticals. 30. Zipcar.

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New Edition!

10E

THE MANAGEMENT OF STRATEGY: CASES, INTERNATIONAL EDITION, 10E

*R. Duane Ireland, Texas A&M University; Robert E. Hoskisson, Rice University;
Michael A. Hitt, Texas A&M University*

Developed by highly respected experts and award-winning instructors Ireland, Hoskisson and Hitt, THE MANAGEMENT OF STRATEGY: CASES, 10E, International Edition combines the latest cutting-edge research in strategic management with impeccable scholarship and a practical global focus. A selection of 30 compelling cases examines a broad range of critical strategic management issues confronting managers today in the U.S. as well as global organizations. Many of these timely cases offer full financial data and all are supported by comprehensive Instructor's Case Notes to guide analyses.

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 30 compelling 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.

FEATURES

- **THIS EDITION EXAMINES THE IMPACT OF CURRENT GLOBAL EVENTS AND STRATEGIC TRENDS** -- Give your students a better understanding of today's important current trends, contemporary events and their impact on strategic management. Expanded coverage addresses the recent global economic climate, environmental sustainability, emerging markets, ethics and social responsibility, global strategy, cultural diversity, and similar topics prompting dynamic class discussion and a practical focus that engages students.
- **THIS EDITION INCLUDES A FULL CengageNOW OPTION** -- This robust, online course management system gives you more control in less time and delivers better student outcomes -- NOW. CengageNOW includes teaching and learning resources organized around lecturing, creating assignments, grading,

quizzing, and tracking student progress and performance. Flexible assignments options include BizLX simulations, Video Cases, Experiential Exercises, & Case Analysis questions (including full cases). Automatic grading and a gradebook option provide more control while saving you valuable time. A Personalized Study diagnostic tool empowers students to master concepts, prepare for exams, and become more involved in class. CengageNOW can work with your current course management system, and in many cases can be integrated with your current course management system to provide a thorough experience for your students!

- **WRITE EXPERIENCE 2.0 WRITING TOOL FOR STRATEGIC MANAGEMENT** -- Cengage Learning's Write Experience is a new technology that is the first in higher education to offer students the opportunity to improve their writing and analytical skills without adding to your workload. Offered through an exclusive agreement with Vantage Learning, creator of the software used for GMAT essay grading, Write Experience evaluates students' answers to a select set of assignments for writing for voice, style, format, and originality. For more information about this unique course solution, contact your local sales representative or visit www.cengage.com/writeexperience.

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New Edition!

10E

THE MANAGEMENT OF STRATEGY: CONCEPTS, INTERNATIONAL EDITION, 10E

*R. Duane Ireland, Texas A&M University; Robert E. Hoskisson, Rice University;
Michael A. Hitt, Texas A&M University*

Written by highly respected experts and prestigious instructors Ireland, Hoskisson, and Hitt **THE MANAGEMENT OF STRATEGY: CONCEPTS, 10E, International Edition** is the only book that integrates the classic industrial organization model with a resource-based view of the firm to give students a complete understanding of how today's businesses use strategic management to establish a sustained competitive advantage. The authors combine the latest, cutting-edge research and strategic management trends with insights from some of today's most prominent scholars. A strong global focus and carefully selected examples from more than 600 emerging and established companies place concepts into context within an inviting, relevant and complete presentation.

NEW TO THIS EDITION

- **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.
- **NEW "EXPERIENTIAL EXERCISE."** Each chapter features a new experiential exercise that asks students to apply what they've learned in the chapter.
- **NEW "VIDEO CASE."** Each chapter features a new video case that illustrates chapter concepts.

FEATURES

- **THIS EDITION INCLUDES A FULL CengageNOW OPTION** — This robust, online course management system gives you more control in less time and delivers better student outcomes — NOW. CengageNOW includes teaching and learning resources organized around lecturing, creating assignments, grading, quizzing, and tracking student progress and performance.

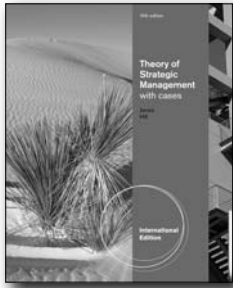
Flexible assignments options include BizLX simulations, Video Cases, Experiential Exercises, & Case Analysis questions (including full cases). Automatic grading and a gradebook option provide more control while saving you valuable time. A Personalized Study diagnostic tool empowers students to master concepts, prepare for exams, and become more involved in class. CengageNOW can work with your current course management system, and in many cases can be integrated with your current course management system to provide a thorough experience for your students!

- **WRITE EXPERIENCE 2.0 WRITING TOOL FOR STRATEGIC MANAGEMENT** ategy, 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.
- **"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. Others expand upon one of the chapter's topics. Students link to the most current research and information about these organizations using the Business Company and Resource Center (BCRC).
- **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. The authors use their experience to build a strong foundation from classic as well as contemporary research.

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Part I. STRATEGIC INPUTS. 1. Strategic Management and Competitiveness. 2. The External Environment: Opportunities, Threats, Competition, and Competitor Analysis. 3. The Internal Environment: Resources, Capabilities, Competencies, and Competitive Advantages. Part II. FORMULATION OF STRATEGIC ACTIONS. 4. Business-Level Strategy. 5. Competitive Rivalry and Dynamics. 6. Corporate-Level Strategy. 7. Strategic Acquisition and Restructuring. 8. Global Strategy. 9. Cooperative Implications for Strategy. Part III. IMPLEMENTATION OF STRATEGIC ACTIONS. 10. Corporate Governance and Ethics. 11. Structure and Controls with Organizations. 12. Leadership Implications for Strategy. 13. Entrepreneurial Implications for Strategy.

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New Edition!

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THEORY OF STRATEGIC MANAGEMENT WITH CASES, INTERNATIONAL EDITION, 10E

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

This leading strategy text presents the complexities of strategic management through up-to-date scholarship and hands-on applications. Highly respected authors Charles Hill and Gareth Jones integrate cutting-edge research on topics including corporate performance, governance, strategic leadership, technology, and business ethics through both theory and case studies. Based on real-world practices and current thinking in the field, the tenth edition of STRATEGIC MANAGEMENT features an increased emphasis on the changing global economy and its role in strategic management. The high-quality case study program covers small, medium, and large companies of varying backgrounds. All cases are available in the main student text or the core case text.

NEW TO THIS EDITION

- A new focus on technology with the Strategy Sign-On end-of-chapter feature allows students to complete research projects and maintain a Strategic Management portfolio.
- New CourseMate--Engaging, trackable, and affordable, this new 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.
- New ethical exercises in the end-of-chapter material ask students to consider ethical ramifications of management decisions.

FEATURES

- "Focus on Dell" feature puts the spotlight on Dell's strategic operations throughout every chapter.
- Opening Cases begin each chapter and build the foundation for student comprehension in each chapter. Closing Cases end each chapter and provide in-class discussion opportunities.
- "Strategy in Action" features highlight key organizations implementing chapter-specific strategic management processes.

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THEORY OF STRATEGIC MANAGEMENT, INTERNATIONAL EDITION, 10E

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

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 case studies. Based on real-world practices and current thinking in the field, THEORY OF STRATEGIC MANAGEMENT, 10E, International Edition features an increased emphasis on the changing global economy and its role in strategic management.

NEW TO THIS EDITION

- THIS EDITION INCLUDES A FULL CengageNOW OPTION--This robust, online course management system gives you more control in less time and delivers better student outcomes--NOW. CengageNOW includes teaching and learning resources organized around lecturing, creating assignments, grading, quizzing, and tracking student progress and performance. Flexible assignment options include BizLX simulations, Video Cases, Experiential Exercises, and Case Analysis questions (including full cases). Automatic grading and a gradebook option provide more control while saving you valuable time. A Personalized Study diagnostic tool empowers students to master concepts, prepare for exams, and become more involved in class. CengageNOW can work with your current course management system, and in many cases can be integrated with your current course management system to provide a thorough experience for your students!
- New CourseMate--Engaging, trackable, and affordable, this new 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. Watch student comprehension soar with all-new flash cards and BizLX mini-simulations, streaming videos, quizzes, and more in this textbook-specific website. A complete eBook provides you with the choice of an entire online learning experience. Students will also have access to our unique Career Transitions

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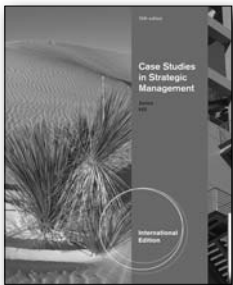
site through Coursemate, as well as our unique KnowNOW Blog, which delivers current events with discussion questions. The Engagement Tracker tool, when used, provides you with the ability to identify at-risk students while it's still early enough to help, and also allows you to see what resources your student find most valuable. It goes beyond the book to deliver what you need!

- “Focus on Dell” feature puts the spotlight on Dell’s strategic operations throughout every chapter.
- New ethical exercises in the end-of-chapter material ask students to consider ethical ramifications of management decisions.
- A new focus on technology with the Strategy Sign-On end-of-chapter feature allows students to complete research projects and maintain a Strategic Management portfolio.

FEATURES

- Opening Cases begin each chapter and build the foundation for student comprehension in each chapter.
- “Strategy in Action” features highlight key organizations implementing chapter-specific strategic management processes.
- Ethical dilemma exercises end each chapter and provide a comprehensive look at the chapter concepts and ask students to consider ethical ramifications of management decisions.
- Closing Cases end each chapter and provide in-class discussion opportunities.

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New Edition!

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CASE STUDIES IN STRATEGIC MANAGEMENT, INTERNATIONAL EDITION, 10E

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

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New!

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STRATEGIC MANAGEMENT ESSENTIALS, INTERNATIONAL EDITION, 3E

Gareth R. Jones; Charles W. L. Hill

Thorough yet concise, STRATEGIC MANAGEMENT ESSENTIALS, 3rd Edition, International Edition is a brief version of the authors’ market-leading text STRATEGIC MANAGEMENT, International Edition. 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.
- Ten new author-written cases at the end of the text feature companies such as Apple, McDonald’s, GM, Dell, and IBM.
- 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.

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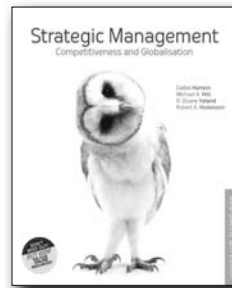
FEATURES

- 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.
- Practicing Strategic Management, found online, is a guided two-pronged project aimed at enhancing student group collaboration and researching capabilities. The first activity is a group exercise asking students to explore and report on such concepts as developing effective competitive strategies, control systems, acquisition planning, and managerial structures. Then, Exploring the Web activities ask students to research online and report on specific companies such as 3M, Boeing, Google, and Motorola.
- 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.

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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, 4E

Competitiveness and Globalisation

Dallas Hanson; Michael A Hitt; R. Duane Ireland; Robert E. Hoskisson

Using an integrated strategic management process to explain what organisations should do to increase strategic competitiveness and achieve higher performance, the 4th Asia Pacific edition of Strategic Management: Competitiveness and Globalisation continues to provide a systematic skill-building coverage of strategy.

With an emphasis on global advantage, the text offers a comprehensive examination of regional and international issues to provide a complete, accurate and up-to-date explanation of the strategic management process. New coverage on environmental concerns and emerging technologies as well as examples and cases from Australia, New Zealand and Asia-Pacific serve to engage students while updated international content demonstrates how strategic management is used in the global economy.

Recognising the importance of relating theory to practice, Strategic Management: Competitiveness and Globalisation 4e provides 13 new case studies and a raft of online cases supported by a case matrix.

NEW TO THIS EDITION

- Coverage of emerging technologies and environmental concerns such as sustainable management and the natural environment as a stakeholder.
- Thoroughly updated to include discussion of the 2008-9 global financial crisis and its impact on management strategies and the management of global and regional organisations
- 13 new cases including new Australian and New Zealand case studies such as Qantas, Pumpkin Patch, Fisher and Paykel, David Jones, and Fortescue Metals Group.
- NEW Strategy Now! feature highlights companies that have effectively put a strategic management concept into practice and provides a link to articles about that company from Search me! management

FEATURES

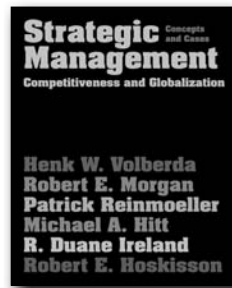
- A systematic skill-building coverage of strategy
- Emphasis on global advantage with comprehensive coverage of regional and international issues.
- Search me! management 6 months access. Search me! is an online library of world-class journals, ebooks and newspapers, including The Australian and The New York Times, and is updated daily.
- Online Case Study Database supported by a case matrix

CONTENTS

Part 1: Strategic management inputs. 1. Strategic management and strategic competitiveness. 2. The external environment: Opportunities, threats, industry competition and competitor analysis. 3. The internal environment: Resources, capabilities and core competencies. Part 2: 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 3: Strategic actions: Strategy implementation. 10. Corporate governance. 11. Organisational structure and controls. 12. Strategic leadership. 13. Strategic entrepreneurship. Part 4: Case studies. INTRODUCTION: A summary of the case analysis process:

- Diversification at Hubbard Foods?
- Fortescue Metals Group: The new force in iron ore
- Toll Holding: Corporate governance to support fast growth and development in Asia and beyond
- Strategic options facing generation firms in restructured electricity industries
- Qantas in the global airline industry
- David Jones in early 2010
- Fisher & Paykel healthcare: Just add water
- Pumpkin Patch
- Boeing: Redefining strategies to manage the competitive market
- Wal-Mart Stores Inc. (WMT)
- Ford Motor Company
- Lufthansa: Going global, but how to manage complexity
- Nestlé: Sustaining growth in mature markets

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New!

STRATEGIC MANAGEMENT

Competitiveness & Globalization: Concepts & Cases

Henk W. Volberda, Rotterdam School of Management, Erasmus University; Robert E. Morgan, Cardiff Business School, Cardiff University; Patrick Reinmoeller, Cranfield School of Management, Cranfield University; Michael A. Hitt, Texas A&M University

Volberda, Morgan and Reinmoeller have joined with Hitt, Ireland and Hoskisson to develop a truly landmark strategic management textbook that is ideally suited for courses in Europe, the Middle East and Africa as well as other global markets. With a new process perspective to supplement the text's trademark integrated approach, Strategic Management: Competitiveness and Globalization provides the most comprehensive and thorough coverage of strategic management now available in the market. Whilst maintaining the strengths and hallmark features of the original work, this new strategy text has been specially prepared to match the modern EMEA curriculum with boosted coverage of implementation issues, analysis of how firms use strategic management tools, techniques and concepts, a balanced emphasis on economics and resource-based perspectives and expanded coverage of comparative governance and organizational renewal.

FEATURES

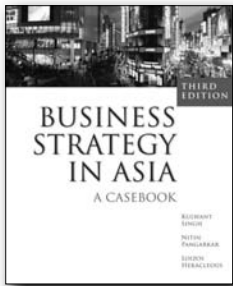
- A rich variety of original real world case studies that illustrate how strategy works in practice
- A new Key Debate feature highlighting the controversial aspects of each chapter enhances critical coverage throughout the text
- Experiential exercises that place the reader in situations that require application of some part of the strategic management process
- Uses the most current examples and references as well as the latest events in the international business world, such as the global economic crisis and recent media coverage
- Use of thoroughly international examples, covering EMEA and further afield, particularly China and India
- Extensive online resources for lecturers and students include: Instructor's Manual, Power Point Slides, ExamView Testbank, Case Study Maps, Video Content, Online Case Bank all available on a variety of VLE cartridges including Blackboard/WebCT and Moodle

- CengageNOW course management system accompanies the text, providing students and lecturers with a powerful online learning program

CONTENTS

PART I: STRATEGIC MANAGEMENT INPUTS 1 Strategic management and strategic competitiveness 2 The external environment 3 The internal organization 4 Integrating internal and external resources PART II: REFINING THE STRATEGIC ACTIONS 5 Business-level strategy 6 Competitive rivalry and competitive dynamics 7 Corporate-level strategy 8 Strategic acquisition and restructuring 9 International strategy 10 Cooperative strategy PART III: IMPLEMENTATION OF STRATEGIC ACTIONS 11 Strategic leadership 12 Corporate governance 13 Organizational structure and controls 14 Strategic entrepreneurship 15 Strategic renewal PART IV: INTEGRATIVE CASES

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BUSINESS STRATEGY IN ASIA: A CASEBOOK, 3E

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

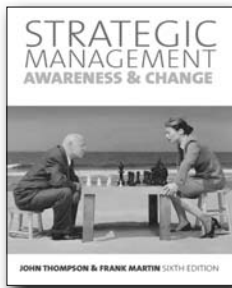
products.

- **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.

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LIST OF CASES 1. Singapore Telecom: Strategic Challenges 2. Air Asia: Now Everyone Can Fly 3. 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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STRATEGIC MANAGEMENT, 6E

Awareness 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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STRATEGIC MANAGEMENT

Principles and Practice

Barry J. Witcher, 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 Witcher & 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
- A 500pp online strategy encyclopaedia, linked throughout the text, makes this a complete package for students, while you can make this text your own by adding customised cases from CaseNet: www.textchoice.com/casenet

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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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IE

STRATEGIC MANAGEMENT FUNDAMENTALS, INTERNATIONAL EDITION, 5E

Caron H. St. John; Jeffrey S. Harrison

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.

The authors have refined this edition's streamlined content to correspond closely with the way you teach, while providing the flexibility for you to customize your course to the needs of your students with additional exercises or readings. The book thoroughly addresses the traditional economic process model and the resource-based model, as well as the stakeholder theory. Rely on STRATEGIC MANAGEMENT FUNDAMENTALS, 5e, International Edition, to offer an indispensable resource that your students need for immediate and long-term success in strategic management.

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.
- Emphasis on innovation and entrepreneurship demonstrates how to transform potential into success: This edition more thoroughly covers both innovation and entrepreneurship in today's business world, equipping you to explore possibilities beyond the typical solutions.

FEATURES

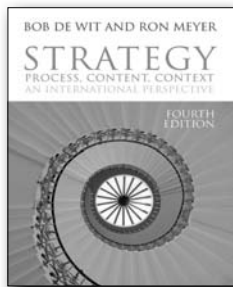
- Concise, streamlined approach offers flexibility for additional coverage: This book's streamlined coverage leaves ample time for you to customize and tailor your course to the needs of your students with experiential exercises and relevant readings and cases of your choice.
- Multiple perspectives 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. Appendix: Preparing a Strategic Analysis.

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STRATEGY, 4E

Process, Content, Context

Bob de Wit; Ron Meyer

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.

NEW TO THIS EDITION

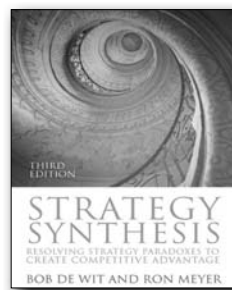
- New short cases, all crafted specifically for the text, introduced throughout and including a rich range of strategy settings such as: Google, Sanoma, Zeiss, Ducati, KPMG and many more
- Entirely new long case section, supplied from premium providers, and including such organizations as Heathrow Terminal 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 – all

available in VLE cartridges including Blackboard/WebCT and Moodle

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; Ron Meyer

Widely acclaimed for its ability to foster creative, non-prescriptive and global strategic thinking amongst students, Strategy: Synthesis 3e builds on the major international success of the prior edition. Developed from wide-ranging market feedback, all of the cases have been replaced or wholly updated with dozens of new cases crafted by the authors and several international contributors.

NEW TO THIS EDITION

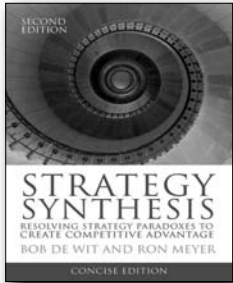
- New short cases, all crafted specifically for the text, introduced throughout and including a rich range of strategy settings such as: Google, Sanoma, Zeiss, Ducati, KPMG and many more
- New readings introduced alongside the existing classic pieces to keep the theory cutting-edge
- Boosted supplements with Instructor's Manual, PowerPoint Slides, Extra Case Studies, Test Bank and much more – all available in VLE cartridges including Blackboard/WebCT and Moodle

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.

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STRATEGY SYNTHESIS, 2E

Concise Version

Bob de Wit; Ron Meyer

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.

To encourage creative strategic thinking, De Wit and Meyer contrast the most important approaches and outline the major issues and differences of opinion. Managers are challenged to combine the strengths of these approaches into their own strategy synthesis.

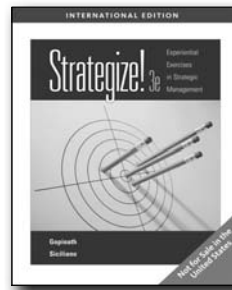
NEW TO THIS EDITION

- 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
- 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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IE

STRATEGIZE!, 3E

Experiential Exercises in Strategic Management, International Edition

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

Co-authors Gopinath and Siciliano have created a valuable and informational text that allows learners 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. Active learning exercises promote a thorough understanding of strategic management, and authors have highlighted several new cases for analysis and discussion throughout the book. STRATEGIZE!: Experiential Exercises in Strategic Management, International Edition, 3rd Edition provides instructors and learners with a new exercise on the balanced scorecard and scenario planning that includes a variety of thought, action, and feedback-assessment components.

NEW TO THIS EDITION

- STRATEGIZE!, 3rd Edition, International Edition features a new exercise on the balanced scorecard and scenario planning.
- All exercises have been updated to provide accurate and relevant scenarios, and include several new cases for analysis and discussion.

FEATURES

- Brief summary readings throughout each section provide reviews of highlighted theories or concepts.
- STRATEGIZE!, 3rd Edition, International Edition 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. PART II: DESIGNING STRATEGY. PART III: IMPLEMENTING STRATEGY. PART IV: INDUSTRY ANALYSIS. PART V: SEMESTER PROJECTS.

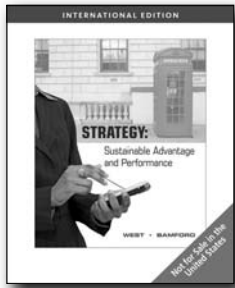
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International Edition

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STRATEGY, INTERNATIONAL EDITION

Sustainable Advantage and Performance

Page West; Charles E. Bamford

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. Instructors will then customize the course material by selecting a set of specific cases correlated to fit their preferred teaching style and syllabus. The cases will be presented to students online or in print.

FEATURES

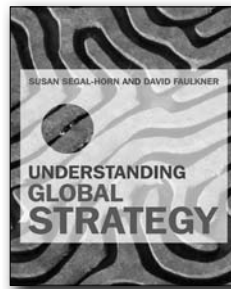
- The excellent quality of instructor-selected strategic management cases and additional support on how to integrate cases with an instructor's existing syllabus and preferred teaching methods represent one of the most innovative strengths of this unique text.
- The authors have written the text in a 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.

- A wide range of interesting and relevant strategic management cases that reflect both key trends in today's business environment and the specific emphasis of your course will be presented to you either in a customized text or online. You will also have access to a thorough guide to help you read and analyze the cases effectively to master the material and succeed in class.

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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UNDERSTANDING GLOBAL STRATEGY

Susan Segal-Horn; David Faulkner

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.

Key learning features include:

- Premium Case Studies – a selection of in-depth international case studies from premium case study authors provide practical illustrations of key issues in real-life situations
- Strategies in Action – a wealth of shorter case studies to reinforce principles outlined in each chapter
- Discussion Questions – are provided at the end of each chapter to test knowledge and understanding, and provide a basis for group discussions and activities

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.

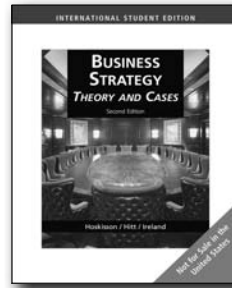
FEATURES

- 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 222 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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IE

BUSINESS STRATEGY, 2E

Theory and Cases, International Edition

Robert E. Hoskisson, Rice University; Michael A. Hitt, Texas A&M University; R. Duane Ireland, Texas A&M University

Written by strategy leaders recognized for their reliability and currency, this concise text's strong conceptual foundation highlights the latest strategic management research and cutting-edge practices. Students learn from both successes and failures in this action-oriented book as they examine the impact of business strategy in familiar firms and learn from the mistakes of those who failed to apply the strategic process. This edition's unique applied learning approach guides students, 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.

NEW TO THIS EDITION

- Hone student skills with updated, powerful Mini-Cases: This edition's numerous new and updated end-of-chapter Mini-Cases allow students to hone personal strategic management skills as they conduct a brief analysis, practice critical thinking, and implement actual strategy within each succinct case.
- Ensure thorough understanding with new Experiential Exercises: Two fresh Experiential Exercises at the end of each chapter give students the opportunity to participate in the actual strategic management process--from the formulation of strategy and implementation of action through the final analysis--for a more thorough understanding of the chapter's topics.
- Highlight global business leaders and challenges with new 50 Lessons videos: Bring the latest business challenges into your course with this powerful selection of 10 brief videos by 50 Lessons. Some of the world's most successful business leaders share their business acumen and outline guiding principles behind their most important business decisions and career progression on the Instructor's Resource DVD.

FEATURES

- Ensure understanding with student-focused, step-by-step presentation: This book's unique applied approach presents concepts in easily digestible chunks using inviting colorful

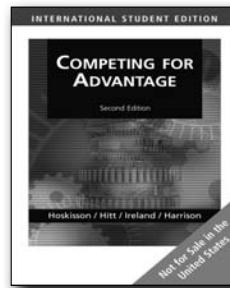
graphics and informative figures to help students retain information as they walk through the creation, planning, execution, and evaluation of the strategic management process.

- 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.
- 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.

CONTENTS

1. Managing Strategy. 2. Leading Strategy. 3. Exploring the Environment. 4. Examining the Firm. 5. Strategy at the Business-Level. 6. Multiple Product Strategies. 7. Acquisition and Integration Strategies. 8. Global Strategies. 9. Alliance Strategies. 10. Strategy, Innovation and Entrepreneurship. CASE STUDIES: 1. Alaska Coffee Company: From Small to Large, One Bean at Time. 2. Apple Computer Inc.: Maintaining the Music Business While Introducing iPhone and Apple TV. 3. Blockbuster, Inc.: A Giant at the Crossroads. 4. Trouble Carmaker Chrysler: Can Cerberus be its Holy Grail? 5. Dell Computer: Back to the Future. 6. Delta Air Lines: Changing Dynamics of US Airline Industry. 7. eBay's Strategy in China: Alliance or Acquisition. 8. Gap Inc.: Has the Retailer Lost Its Style? 9. JetBlue Airways: Growing Pains? 10. Lazier Industries. 11. Rebuilding LEGO Group through Creativity and Community. 12. Mattel and the Toy Recalls. 13. Executive Compensation at Nabors Industries: Too Much, Too Little, or Just Right? 14. Bonus Track: Leadership and Vision in Network Rail. 15. The Wii: Nintendo's Video Game Revolution. 16. Global Wine and Spirits Giant Pernod Ricard's Growth Strategies. 17. P&G Sk-II: Damage Control in China. 18. The Toyota Production System: "The Scent of the Cornered Ferret." 19. Valeant Pharmaceuticals International: North America. 20. Wynn Resorts, Ltd.

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**New Edition in
Fall 2012!**

IE

COMPETING FOR ADVANTAGE, INTERNATIONAL EDITION, 2E

Robert E. Hoskisson, Rice University; Michael A. Hitt, Texas A&M University; R. Duane Ireland, Texas A&M University

Take your students to a new level of understanding strategic management concepts and practices with *COMPETING FOR ADVANTAGE, INTERNATIONAL EDITION 2E*. Straightforward, focused, and concise, this edition presents the latest strategic management research and practices, now with more in-depth discussions of the most current strategic topics in business today. Detailed real-life examples and instant access to relevant cases keep the book focused on issues most important to current or future practitioners. Crafted to meet the special needs to MBA and executive students, the book details the processes and tools used in strategic analysis to create a sustainable competitive advantage. Full chapters on strategic leadership, corporate governance, and a new chapter on real options examine issues most critical in today's business environment. Comprehensive new instructor support with electric solutions help you effectively prepare a powerful course that addressed traditional and relevant emerging topics that are shaping strategic management today.

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.
- A brand new CengageNOW product provides an interactive learning environment including new videos, an eBook for online reading, and other useful tools to supplement this edition's content and provide useful choices to assist with your coursework and further study.
- 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

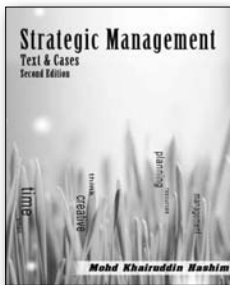
of University of North Carolina, provides useful insights and thought-provoking discussions relating to finance.

- 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 Cengage Learning Custom Solutions.
- Three key themes woven throughout the text--value creation, globalization, and technology--clearly detail the enormous impact of these critical areas on strategy today.

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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STRATEGIC MANAGEMENT, 2E

Text & Cases

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

- Main point, followed by list, for example
- Cutting edge concepts. Illustration of key concepts such as globalization, alliances, acquisitions, and corporate governance

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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SUPERVISION



New!

12E

SUPERVISION, INTERNATIONAL EDITION, 12E

Concepts and Practices of Management

Edwin C. Leonard

Help students differentiate themselves in a competitive marketplace with SUPERVISION: CONCEPTS AND PRACTICE OF MANAGEMENT, 12E, International Edition. A blend of traditional management concepts and emerging insights, the text draws from the author's firsthand business experience to deliver the leadership skills hiring managers want, but rarely find, in new recruits. This comprehensive single source for supervisory management expertise addresses the most critical challenges in business today, including globalization, economic turbulence, transitional and temporary workers, virtual employees, technology, outsourcing, downsizing, and much more. Hands-on and practical, SUPERVISION: CONCEPTS AND PRACTICE OF MANAGEMENT, 12E, International Edition complements chapter readings with skill-building techniques and captivating video cases from well-known organizations, which let students experience supervisory roles themselves. Special attention to diversity and ethics also helps students develop a better sense of life beyond the classroom, and enhances the text's thorough coverage of communication, decision-making, conflict resolution, and other essential supervisory skills.

NEW TO THIS EDITION

- **Sensibly Organized Approach:** Long known as instructor-friendly, the SUPERVISION: CONCEPTS AND PRACTICE OF MANAGEMENT, 12E, International Edition now divides chapters into five equal parts, allowing instructors to assess students' progress at regular intervals, rather than randomly or by chapter. The five parts also align with the five standard aspects of management, helping students grasp high-level material more easily.
- **Up-to-the-Minute Content:** New data, research, examples, and cases in the text deal with the most significant trends in business today, such as new technologies, communicating with workers from differing generations, managing off-site or outsourced workers, navigating volatile situations, diversity and an international workforce, the hands-on leadership required in flat organizations, and much more.
- **New "Critical Incidents":** Replacing all cases from the previous edition, these short, accessible case studies challenge students to apply chapter concepts by thinking critically, analyzing information, and problem solving.
- **Revised Testing and Assignments:** Responding to changing needs, the 12th Edition's test bank now includes many more multiple-choice questions, along with a special emphasis on application and critical thinking. Skill-building exercises are divided into Personal Skill Building and Team Skill Building sections too, making it easy to find just the right exercises for students.
- **Exciting Video Cases:** All new with the 12th Edition, exciting video cases show students how real companies grapple with actual management situations. Forward-thinking companies covered in the video set include Numi Teas, Evo Gear, Flight 001, Preserve by Recycline, Gold + Williams, Metropolitan Bakery, and others.

FEATURES

- **Active Learning Feature:** Added in response to instructor requests, several role-playing exercises coordinate with chapters and cases in the text to help reinforce lessons while encouraging class participation. Suggestions in the Instructor's Manual help maximize this learning feature.
- **Chapter-Opening Cases:** These popular vignettes of real business challenges immediately draw students into current supervisory issues, encouraging them to delve deeper into chapter material to solve problem situations.
- **Efficient Course Preparation System:** A hallmark strength of SUPERVISION: CONCEPTS AND PRACTICE OF MANAGEMENT, 12E, International Edition, the integrated learning system organizes the text and supplements around central learning objectives to streamline course preparation and guide students to the right areas of study.
- **Critical-Thinking Applications:** Proven applications in each chapter require students to assess, analyze, and develop supervisory strategies--and develop unexpected yet efficient solutions.
- **Memorable Supervisory Tips:** Drawn from the authors' extensive, firsthand experience, these suggestions highlight

some of the most important skills in supervisory management today, providing students with practical skills they can use immediately and in their future careers.

CONTENTS

Part I: SUPERVISORY MANAGEMENT OVERVIEW AND THE ESSENTIAL SKILL. 1. Supervising in Uncertain Times. 2. The Management Functions. 3. Communication: The Key to Supervisory Management. Part II: SUPERVISORY ESSENTIALS. 4. Principles of Motivation. 5. Problem Solving. 6. Positive Discipline. Part III: PLANNING, ORGANIZING, AND STAFFING. 7. Supervisory Planning. 8. Supervisory Organizing at the Department Level. 9. The Supervisor's Role in Preparing Employees for Success. Part IV: LEADING. 10. Supervisory Leadership and the Management of Change. 11. Managing Work Groups, Teamwork, Morale, and Counseling. 12. Supervising a Diverse Workforce. Part V: CONTROLLING. 13. Fundamentals of Controlling. 14. Improving Employee Performance. 15. Resolving Conflicts in the Workplace.

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IE

SUPERVISORY MANAGEMENT, INTERNATIONAL EDITION, 8E

Donald C. Mosley; Don C. Mosley, Jr.; Paul H. Pietri

Featuring a practical "hands-on" approach that blends skill-building opportunities with traditional management principles, Mosley, Mosley, and Pietri's SUPERVISORY MANAGEMENT, 8e, International Edition helps prepare your students to become effective supervisors in today's workplace. Readable, engaging, and offering a practical focus on developing successful supervisors, the Eighth Edition of SUPERVISORY MANAGEMENT, International Edition inspires students—emphasizing the positive approach of working cooperatively WITH people to develop and empower them to better perform in their working roles. The authors consistently adhere to the federal government SCANS (Secretary's Commission on Achieving Necessary Skills) requirements for workplace competencies, and the chapter-ending Skill Builder exercises clearly demonstrate how they contribute to the students' development of these skills. Chapter-opening Preview Cases give students real-world examples of chapter

concepts. These cases are referred to in chapter narrative and in Self-Check questions, helping students link principle and concept as they progress through each chapter. Chapter-ending cases reinforce concepts with real-world supervisory examples. Including new and updated topics throughout and many course preparation and presentation tools for instructors, the Eighth Edition of this best-selling text is both an essential teaching tool and learning resource that students will turn to even after completing your course.

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®

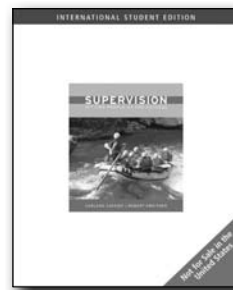
Assessment Suite, a selection of videos, and a book website.

- An understandable hands-on resource, SUPERVISORY MANAGEMENT, 8e, International Edition gives you just the right mix of management principles and real-world applications to help you develop your supervisory skills.

CONTENTS

Part One: OVERVIEW. 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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SUPERVISION, INTERNATIONAL EDITION

Carlene Cassidy; Robert Kreitner, Ph.D.

Help future and current supervisors reach their full potential and inspire those working for them to achieve their best with Cassidy/Kreitner's SUPERVISION: SETTING PEOPLE UP FOR SUCCESS, INTERNATIONAL EDITION. This much-anticipated text from successful professional Cassidy and experienced author Kreitner emphasizes the skills that are most important for success in today's new economy, including exceptional communication and training skills as well as extraordinary people skills.

The book provides a solid foundation in supervision basics, including planning, organizing, staffing, recruitment, decision-making, motivating employees, leading teams, handling conflicts, and much more. To support the book's underlying theme of setting employees up for success, each chapter emphasizes the most effective strategies and

techniques for becoming a highly effective supervisor. Students gain a solid understanding of the vast responsibilities today's supervisors face and how to best approach these responsibilities, including the management of diverse and virtual teams. The text's clear presentation weaves engaging interviews, intriguing case studies, and extensive real-world examples throughout each chapter to demonstrate how supervisors can spend more time setting their employees 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. Prepare your students to set people up for success as they achieve their personal best as effective supervisors in business today with Cassidy/Kreitner's unique SUPERVISION: SETTING PEOPLE UP FOR SUCCESS, INTERNATIONAL EDITION.

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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TECHNOLOGY MANAGEMENT



IE

STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION, INTERNATIONAL EDITION, 2E

Concepts and Practices of Management

Edwin C. Leonard

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

- 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.
- 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.
- 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.

FEATURES

- 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. Appendix 1: Social Responsibility 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. Appendix 2: Innovation: Project Management and New Product Development. 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. Appendix 3: Managing Platforms and Portfolios of Technology. Part IV: BUILDING STRATEGIC MTI SUCCESS. Google: A Pattern of Success. 9. Building Capabilities for MTI Success. 10. Organizational Learning and Knowledge Management. Appendix

4: Waves of Innovation and Predicting the Future.

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BUSINESS, GENERAL

BUSINESS COMMUNICATION



New Edition!

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

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

Created by the continuous feedback of a “student-tested, faculty-approved” process, BCOM₄ delivers a visually appealing, succinct print component, tear-out review and model document cards for students and instructors, and a consistent online offering with CourseMate that includes an eBook in addition to a set of interactive digital tools all at a value-based price and proven to increase retention and outcomes. BCOM₄ provides business expanded coverage on technology and social media, abundant real world examples, and model documents to guide student’s writing practice.

NEW TO THIS EDITION

- New and updated examples from the real world of business that are relevant.
- New and updated figures, tables, and illustrations.
- Updated negative/positive and explanatory writing examples.

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 many faculty and students.
- Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course.
- Chapter In Review and Model Document Cards at the back of the Student Editions provide students a portable study tool containing all of the pertinent information for class preparation.
- Instructor Prep Cards at the back of the Instructor’s Edition make preparation simple with detachable cards for each chapter, offering a quick map of chapter content, a list of

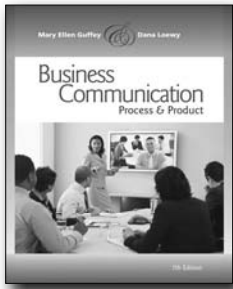
corresponding PowerPoint and video resources, additional examples, and suggested assignments and discussion questions to help you organize chapter content efficiently.

- CourseMate offers an interactive eBook in addition to a full suite of unique learning tools that appeal to different learning styles is available to students with the purchase of a new book! Watch student comprehension soar as CourseMate extends learning beyond the book to deliver what today’s students need. CourseMate for BCOM₄ includes interactive learning tools, including quizzes, flashcards, model documents, writing templates, games, videos, PowerPoint notes, style guides, language reviews, and more.
- 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.

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 Résumés and Application Messages.
 14. Interviewing for a Job and Preparing Employment.
- Grammar and Usage Appendix. References. Index.

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BUSINESS COMMUNICATION, 7E

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

Mary Ellen Guffey, Los Angeles Pierce College; Dana Loewy, California State University, Fullerton

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

- 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.
- 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.
- 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.

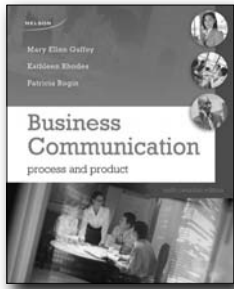
FEATURES

- 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, Résumés, and Cover Letters. 16. Interviewing and Following U. Appendixes. A: Grammar and Mechanics Guide. B: Document Format Guide. C: Documentation Guide. D: Correction Symbols. End Matter. Key to C.L.U.E. Review Exercises. Glossary. Notes. Acknowledgments. Index.

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BUSINESS COMMUNICATION CANADIAN EDITION, 6E

Process and Product

Mary Ellen Guffey, Los Angeles Pierce College; Kathy 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

FEATURES

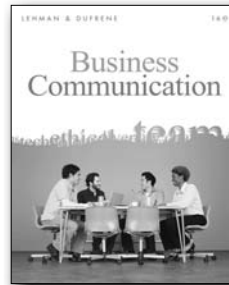
- 3 x 3 Writing process pioneered by Mary Ellen Guffey
- Accuracy- this text is known for having accurate model documents that students can feel confident learning from
- Instructor ancillary package includes IM, NETA CTB, PPS, website resources
- Tech Talk box feature includes information relevant to 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. 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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BUSINESS COMMUNICATION (WITH TEAMS HANDBOOK), 16E

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

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. BUSINESS COMMUNICATION, Sixteenth Edition, leads the way in preparing students to rise to this challenge, combining a strong emphasis on sound writing principles with practical coverage of real-world spoken, electronic, and written communication situations and strategies that play a vital role in modern business.

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.
- New multimedia PowerPoint® slides for use in class lectures, online lessons, or student study guides include a modern, professional look and audio and visual content designed to enhance student learning, while resource slides provide additional content and solutions for selected end-of-chapter activities.
- The new Aplia Business Communication online learning solution combines compelling, interactive chapter assignments with grammar and writing reviews to help students learn to better communicate their ideas in the business world, while features such as automatic grading, randomized questions, and detailed explanations can simplify teaching for instructors.

FEATURES

- The authors have applied their expertise to develop text-specific content for use with WebTutor™ on WebCT® and Blackboard®, enabling instructors to easily enhance their lesson plans, lectures, and complete course activity. Highlights include PowerPoint® slides, model documents, flashcards, e-lectures, crossword puzzles, quizzes, discussion questions, and videos.
- 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. Appendix A: Document Format and Layout Guide. Appendix B: Referencing Styles. Appendix C: Language Review and Exercises.

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IE

COMMUNICATING IN BUSINESS, INTERNATIONAL EDITION, 8E

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

The new, cutting-edge COMMUNICATING IN BUSINESS, 8e, International Edition helps students take their communication skills to a higher level by combining up-to-date technology to enhance learning with stellar content to give them the foundations they need 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. The features and package of the Williams/Krizan/Logan/Merrier text have long been receiving accolades from instructors across the country.

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.

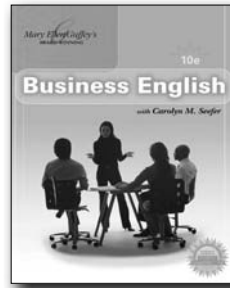
FEATURES

- 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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BUSINESS ENGLISH (WITH MEGUFFEY, COM PRINTED ACCESS CARD), 10E

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

Dr. Mary Ellen Guffey's BUSINESS ENGLISH, 10th Edition, makes students into successful communicators in any business arena with its proven grammar instruction and supporting in-text and online resources. The market leader in grammar and mechanics since its first publication, BUSINESS ENGLISH uses a three-tiered approach to break topics into manageable units, and give you flexibility in planning your course. 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, where instructors and students will find a vast array of resources for building language skills, including all-new, interactive, reinforcement exercises.

NEW TO THIS EDITION

- Exclusive Instructor/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!
- Intriguing Trivia Tidbits: These new margin notes offer interesting facts about the English language to stimulate curiosity about chapter topics.
- New "Chat About It" Discussion Questions: Discussion questions at the end of every chapter offer students the chance to discuss English language skills during class, as well as an online chat room and discussion board -- modes of communication that are popular with students today. Some topics also require outside research to help you broaden the scope of your course.
- Updated Examples, Illustrations, and Bloopers: Up-to-the-

minute references to business events and technology (wikis, e-mail, blogs, browsers, and more) indoctrinate students in today's rapidly changing digital workplace.

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.
- **End-of-chapter Reviews and Exercises:** Reinforce and internalize language concepts with an abundance of exercises for students, including self-help exercises that test newly-acquired skills, and end-of-unit review exercises with answers.
- **Colorful PowerPoint Package --** Created for instructors and students, this exciting package enables you to preview chapter content with interactive slides that engage students in "Test Your Skill" segments.

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. Appendices. A. Developing Spelling Skills. B. Developing Vocabulary Skills. C. Reference Guide to Document Formats. Self-Help Exercises. Answers to Self-Help Exercises. Index.

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New Edition!

IE

COMMUNICATING IN BUSINESS, INTERNATIONAL EDITION, 8E

Scot Ober, Ball State University; Amy Newman, Cornell University

COMMUNICATING IN BUSINESS, 8E, International Edition offers a realistic approach to communication in today's organizations. The text covers the most important business communication concepts in detail, and thoroughly integrates coverage of today's social media and other communication technologies. Building on core foundational written and oral communication skills, the 8th edition helps students make sound medium choices and provides guidelines and examples for the many ways people communicate at work. Students learn how to create PowerPoint decks, use instant messaging and texting effectively at work, engage customers using social media, lead web meetings and conference calls, and more.

NEW TO THIS EDITION

- **NEW! Thoroughly Updated Coverage of Communication Technology:** The author has thoroughly integrated coverage of today's social media and other communication technologies. Building on core, foundational written and oral communication skills, the 8th edition helps students make sound medium choices and provides guidelines and examples for the many ways people communicate at work. Students will learn how to create PowerPoint decks, use instant messaging and texting effectively at work, engage customers using social media, lead web meetings and conference calls, and more.
- **NEW! Improved Readability and Engaging Presentation:** To improve readability, comprehension, and learning outcomes, the author assessed the readability of every chapter and redesigned text-heavy areas. The natural, business writing style is engaging and easy to read. Many key concepts are now presented in visually enticing and easy-to-read formats, such as bulleted lists, colorful graphics, or tables.
- **NEW! Real-World Examples:** Interesting current examples—such as Best Buy's suspension of an employee for posting a video on YouTube, McDonald's adaptation to international markets, and Google's strategy for hiring—are now liberally sprinkled throughout each chapter to provide relevance and stimulate interest. In addition, newly designed chapter openers include stories from today's mass media.

- **NEW! Innovative Instructor and Student Technology:** Assess written communication skills without adding to your workload with Write Experience from Aplia. Write Experience ensures students can apply their knowledge of key chapter concepts and fundamental grammar and mechanics. Aplia improves learning by increasing student effort and engagement without requiring more work from instructors.
- **NEW! A New Instructor Blog:** Instructors can make their course more relevant and engaging by covering topics during class or assigning homework. The instructor blog (at www.bizcominthenews.com) offers relevant news stories related to each chapter topic. Updated at least three times a week, the blog describes a current news story, offers links for additional reading, and lists discussion questions and assignments.
- **NEW! New Online Company Scenarios:** Expanded end-of-chapter exercises include new company scenarios that help students develop skills that will transfer to the workplace. For example, Writeaway Hotels encourages students to practice managing and writing email messages in a simulated environment. Aggresshop helps students apply principles of customer and internal communication in a retail environment. Bank on Me simulates a hiring cycle in which students participate in the recruitment and hiring process at a financial services company.
- **NEW! "Topics of Interest":** These margin notes identify coverage of highly relevant business communication issues. The new topics of interest include communication technologies, international communication, and ethics in communication.

FEATURES

- **The Right Amount of Coverage:** With a realistic approach about how communication occurs in organizations today, the text covers the most important business communication concepts in just enough detail. Topics that require more explanation are covered in depth, while simpler concepts are addressed clearly and efficiently.
- **Varied, Engaging Exercises:** End-of-chapter exercises use a variety of communication media and offer many options for instructors—longer assignments and shorter in-class activities. The 3Ps (Purpose, Process, Product) model helps students analyze a business situation, determine the specific communication strategies and steps required, and prepare the most effective business communication format to address the situation. Solutions to the end-of-chapter exercises and the 3Ps are offered in the instructor's manual.
- **Interesting Model Documents:** Examples of each major writing task help students learn the many types of writing—print and online. Models provide marginal callouts with detailed writing instructions.

CONTENTS

Part I: FOUNDATIONS OF BUSINESS COMMUNICATION. 1. Understanding Business Communication. 2. Intercultural and Team Communication. 3. Interpersonal Communication Skills. Part II: DEVELOPING YOUR BUSINESS WRITING SKILLS. 4. The Writing Process. 5. Revising Your Writing. Part III: WRITTEN MESSAGES.

6. Neutral and Positive Messages. 7. Persuasive Messages. 8. Bad-News Messages. Part IV: REPORT WRITING. 9. Planning the Report and Managing Data. 10. Writing the Report. Part V: ORAL AND EMPLOYMENT COMMUNICATION. 11. Oral Presentations. 12. Employment Communication. REFERENCE MANUAL. Language Arts Basics. Formatting Business Documents. Common Types of Business Reports. Glossary.

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New Edition!

IE

CONTEMPORARY BUSINESS REPORTS, INTERNATIONAL EDITION, 5E

Shirley Kuiper, University of South Carolina

CONTEMPORARY BUSINESS REPORTS, 5E, International Edition guides readers step-by-step through the process of creating business reports such as a feasibility studies, business plans, employee manuals, and more. Starting with writing fundamentals, readers work through the processes of planning and conducting research, then drafting, revising, editing, and producing a simple report. This edition includes new content addressing the impact of and use of electronic technology in the reporting process. Once readers master report preparation and writing, the authors explore presentation techniques and skills that readers can use to effectively communicate the information contained in their reports.

NEW TO THIS EDITION

- New sections have been added to each chapter addressing the impact of and/or use of electronic technology in the reporting process.
- New and updated example illustrations and applications throughout.
- Two online chapters provide coverage of employee manuals, instructions, and procedures (Chapter 17) and business plans (Chapter 18) adding dimensions not included in many basic business communication texts.

FEATURES

- Visual aids and oral presentations are included early in the learning sequence, enabling you to emphasize that even

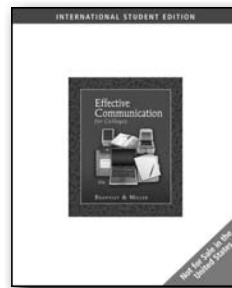
simple reports often are enhanced by visual aids and may be presented orally.

- 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.

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.

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IE

EFFECTIVE COMMUNICATION FOR COLLEGES, INTERNATIONAL EDITION, 11E

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

In a world of information overload, the newest edition of EFFECTIVE COMMUNICATION FOR COLLEGES (ECC) cuts through the clutter to deliver a clear path to better communication skills. Practical and straightforward, ECC is a simply effective total communication package. The compact teaching and learning package is the perfect fit for today's busy classroom and workplace. This newest edition incorporates the time-tested Communication-by-Objectives (CBO) approach for preparing and delivering successful messages, whether the messages are written or spoken, formal or informal, paper or digital. Contemporary content is supported by abundant examples, annotated illustrations, reinforcement exercises, timely case studies, and focused grammar reviews. The 11th edition combines a text, a workbook, and an exhaustive grammar and format reference into one powerful textbook.

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.

FEATURES

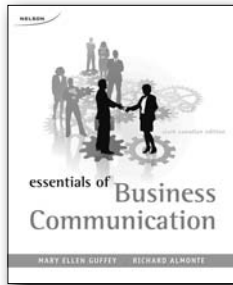
- Annotated Instructor's Edition provides the complete test package with solutions, sample solutions for most exercises and case studies, chapter master charts, and other useful supplemental material for easy in-class reference.

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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ESSENTIALS OF BUSINESS COMMUNICATION, CANADIAN EDITION, 6E

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. NETA Testbank The Nelson Education Teaching Advantage (NETA) program delivers research-based resources that promote student engagement and higher-order thinking and enable the success of Canadian students and educators. This book's premium testbank is designed to ensure top quality multiple-choice testing by avoiding common errors in question and test construction. If you want your students to achieve "beyond remembering", ask your Nelson Sales Representative how today!

NEW TO THIS EDITION

- NETA test bank. Nelson Education Ltd. understands that an exceptional quality multiple-choice test bank provides the means to measure higher-level thinking skills, as well as recall. To ensure the value of our test banks, we have created the Nelson Education Teaching Advantage program (NETA). NETA is a program designed to validate the quality of our testbanks

in a systematic fashion, and involves a partnership with David DiBattista at Brock University and our testbank authors. NETA ensures that subject-matter experts who author testbanks have had training in two areas: avoiding common errors in question and test construction, and developing multiple-choice test questions that "get beyond remembering" to assess higher-level thinking.

- New Communication Technology in the News feature. Units open with "hot-off-the-press" articles from Canadian media outlets that bring home the relevance of business communication to today's technology-driven workplace. Topics covered include blogging at work and consequences of poor email practice
- Plagiarism. An unfortunate reality of the Internet age is the difficulty today's students have in understanding the need for proper citation and documentation, as well as the difficulty in understanding the seriousness of plagiarism and its difficult repercussions. 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. Feedback from professors and students pointed to the need for a more streamlined approach to discussing the process of business writing. Accordingly, 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

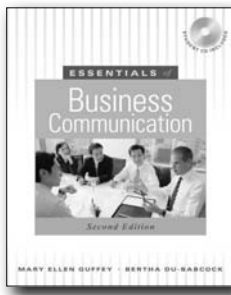
FEATURES

- An InfoTrac College Edition access code comes free with each new book, and provides 4 months of unlimited online access to over 5000 articles from hundreds of scholarly and popular publications
- 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
- Grammar/mechanics emphasis - Each chapter features a systematic review of the Grammar/Mechanics Handbook. Readers take a short quiz to review specific concepts, and they also proofread business documents that provide a cumulative review of all concepts previously presented
- Technological Emphasis - Recognizing that communication technologies such as e-mail, instant messaging, PDAs, online research databases, and cell phones have fundamentally changed business communication tasks, 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

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.

NEW TO THIS EDITION

- 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.

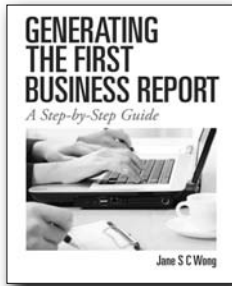
FEATURES

- 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).

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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GENERATING THE FIRST BUSINESS REPORT

A Step-by-Step Guide

Jane S C Wong, Hong Kong University SPACE Community College

Generating the First Business Report: A Step-by-Step Guide is designed as a supplement to any textbook on Business Communication or Business Reports. The book aims to help university and college students in Asia to produce their first long business report by providing practical step-by-step guidelines. It is equally useful to those working adults who need practical advice on writing business reports. The book examines the different sections of a typical long business report in detail and suggests concrete steps to guide the learners to produce their own. Inexperienced report writers will find the ample authentic student examples particularly useful for self-study as well as for guided writing.

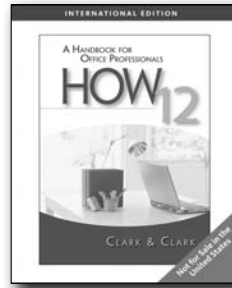
FEATURES

- Excerpts from outstanding student assignments along with brief annotations provide clear examples and give readers a better understanding of the material.
- Useful phrases help students widen their vocabulary choices.
- Task activities at the end of each unit allow students to apply concepts and provide directed practice.
- Two complete reports included in the appendices provide quick reference to readers.

CONTENTS

1. Pre-Writing Activity: Data Collection. 2. How to Start Writing a Long Business Report. 3. Editing and Proofreading. Appendices: Two Complete Reports.

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HOW 12, 12E

A Handbook for Office Professionals, International Edition

James L. Clark, Pasadena City College; Lyn R. 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.

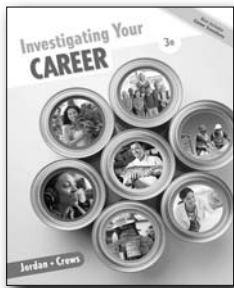
NEW TO THIS EDITION

- 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.

CONTENTS

1. Grammar and Usage. 2. Punctuation. 3. Capitalization Number Formats. 4. Number Formats. 5. Hyphenating and Dividing Words. 6. Abbreviations and Symbols. 7. Words Often Confused and Misused. 8. Elements of Writing Style. 9. Spelling, Proofreading, and Editing. 10. Address Format and Forms of Address. 11. E-Mail Messages, Business Letters, and Memorandums Solution Finder. 12. Reports and Other Business Documents. 13. Employment Application Documents. 14. The Internet and Its Resources. 15. Manual and Electronic File Management.

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New Edition!

INVESTIGATING YOUR CAREER, 3E

Ann Jordan; Tena B. Crews, University of South Carolina

INVESTIGATING YOUR CAREER, 3E offers students an opportunity to direct their attention toward an area of interest that might develop into a career path while also identifying high school and college course offerings related to their career choices. This career exploration text uniquely focuses on the student's individual PATH to success: their Passions, Attitude, Talents, and Heart, as career possibilities are explored. By choosing a career based on what they want to do, students develop the ability to make informed decisions about their future, are more excited about learning, and are more motivated to stay in school. Focusing education on the future, the U.S. Office of Education has grouped careers into 16 clusters based on similar job characteristics. Every chapter in INVESTIGATING YOUR CAREER, 3E includes detailed information on a career cluster allowing students to learn about the various career options available to them.

NEW TO THIS EDITION

- Access to Gale's online portal, CAREER TRANSITIONS, is included with every text at no additional charge. This program walks a student through the career exploration process, starting with an assessment of interests, identifying job markets and educational opportunities, and aiding in resume creation and employment searches.
- Improved Format - Dividing chapters into shorter lessons with goals, terms, and an application for each lesson makes it easier for students to grasp concepts.
- SOCIAL NETWORKING – As it becomes the way the 21st Century communicates today, a new lesson on social networking has been added. The topic is also infused throughout the chapters.
- PERSONAL FINANCE - A new chapter covers budgeting, checking and savings accounts, saving and paying for education, and credit and debit cards.
- BLOG – An activity at the end of each chapter leads to a blog project at the end of each part. The part projects then lead to a capstone blog activity at the end of the book giving students the opportunity to put learning into practice.
- PLANNING A CAREER IN . . . features that introduce each chapter correlate to the 16 CAREER CLUSTERS and present the

employment outlook, possible job titles, and needed skills and education associated with a career in that cluster.

- ALTERNATE WAYS OF WORKING - New lessons has been added on entrepreneurship, global career opportunities, flex schedules and more providing opportunities for students to learn in multiple ways.
- MAKE ACADEMIC CONNECTIONS provides the integrated curriculum activities that show students how advertising concepts relate to other courses of study.

CONTENTS

Part I: PREPARATION. 1. Preparing Your Path for Success. 2. Discovering Career Choice Influences. 3. Understanding Yourself. 4. Looking into the Future. Part II: FOCUS. 5. Planning Your Internal Career Design. 6. Setting Goals. 7. Understanding Finances. Part III: DECISIONS. 8. Considering Career Preparation Choices.. 9. Going From Here to Your Career. Part IV: CAREER READINESS. 10. Searching for a Job. 11. Applying for a Job. 12. Interviewing for a Job. Part V: TOOLS FOR THE FUTURE. 13. Succeeding in a Career.. 14. Understanding the Workplace.

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New Edition!

RESUME WRITER'S WORKBOOK, 4E

Marketing yourself Throughout the Job Search Process

Stanley Krantman

THE RESUME WRITER'S WORKBOOK, 4TH EDITION is an easy to understand text that provides step-by-step guidance on creating outstanding resumes and preparing for the entire job search process. It helps students develop a solid plan to market themselves to potential employers, teaches them how to write effective and eye-catching cover letters, and includes comprehensive coverage about searching for jobs online.

NEW TO THIS EDITION

- 'Career Transitions' is a comprehensive, self-paced application that walks job seekers through the entire employment process—from assessing interests and requirements, to exploring the best career paths, to making direct progress toward landing a job or finding a sustainable career.
- Chapters on networking and using the Internet for the job search.

- Features throughout the book include quotes from those who hire.
- Tips for doing research online to assist with the job search.
- Tips for making an impactful resume.
- Product website features soft skills activities that will help prepare your students for interviews and for conducting themselves in a professional environment.
- Design along with photos in every chapter.

FEATURES

- Easy-to-read and understand format.
- Workbook format with worksheets helps simplify the resume writing process.
- Provides the most up-to-date resume formats and Internet resources.

CONTENTS

1. The Changing Economy and Job Market. 2. Setting a Realistic Job Search Goal. 3. The Importance of the Resume. 4. Contact Information. 5. Career Objective. 6. Summary of Qualifications. 7. Professional Experience--Chronological. 8. Professional Experience--Functional. 9. Education. 10. Additional Qualifications. 11. References. 12. Putting it All Together--The Sequence of Your Resume Headings. 13. The Cover Letter and Other Job-Related Correspondence. 14. The Job Application and Skill Tests. 15. The Internet and Your Job Search. 16. Electronic Resumes, Portfolios, and Other New Resume Formats. 17. Networking--Uncovering the Hidden Job Market. 18. The Job Interview. 19. Your Personal Job Journal.

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New Edition!

IE

RESUMES, COVER LETTERS, NETWORKING, AND INTERVIEWING, INTERNATIONAL EDITION, 4E

Clifford W. Eischen, Fresno City College; Lynn A. Eischen, Fresno City College

This practical résumé-building and employment guide takes readers step-by-step through the process of crafting a polished résumé and developing strong interview techniques. It is the only résumé manual on the market specifically geared toward those who enter the job market with a two-year degree, although it is equally applicable to four-year graduates. Numerous examples allow readers to develop a résumé that best suits their career goals, and information on electronic résumé formatting and delivery prepares readers to use today's online resources in their employment search. The guide also provides a direct, simplified approach to the entire employment process by discussing employment databases, cover letters, networking, and job applications.

NEW TO THIS EDITION

- In recent years, the job application process has gone almost completely digital, especially for the kind of entry-level jobs most graduates will be applying for, so the fourth edition puts a heavy emphasis on the technical aspects of résumés and applications. The authors focus on everything from the basics, such as how to submit a résumé as an attachment, to more advanced topics, such as designing your résumé to look great in any digital presentation.
- Expanded coverage of networking to include current online social media tools, such as LinkedIn and other industry-specific resources.
- New coverage on etiquette of job application, particularly in cover letters and follow-up thank-you notes.
- Additional focus has been added to emphasize the significance of résumé appearance in making an initial impact on prospective employers.

FEATURES

- Focus questions are featured at the beginning of each chapter to enable students and faculty to spotlight key points presented on each topic.
- The first chapter features a sample résumé to assess student's

proofreading skills and knowledge of résumé preparation.

- This 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. Current résumé samples for both two-year and four-year graduates in different formats and for a variety of majors are included.
- 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.
- 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.

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. Appendix A. Resumes for Four-Year Graduates.

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IE

STRATEGIC MANAGEMENT COMMUNICATION, INTERNATIONAL EDITION, 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.

NEW TO THIS EDITION

- “Focus on Leadership” End-of-Chapter Cases provide students opportunities to analyze real situations and learn how leadership relates to managerial communication.
- Each chapter also includes an additional brief case study highlighting communication at real companies. Featured companies include Microsoft’s Zune, Skype, Johnson & Johnson, Adobe Systems, Starbucks, Wal-mart, Chrysler, and Aeropostale. Students will easily relate to these well-known companies.
- STRATEGIC MANAGEMENT COMMUNICATION, 2e, International Edition 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.

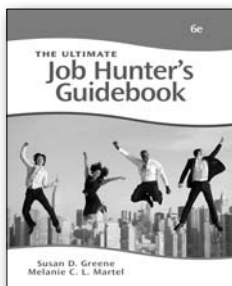
FEATURES

- To make faculty classroom and overall course preparation just a little easier, STRATEGIC MANAGEMENT COMMUNICATION, 2e, International Edition now includes a full comprehensive supplements package.
- 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.
- This text is concise and logically organized, actually utilizing the principles of communication that are presented within.
- Application-based, STRATEGIC MANAGEMENT COMMUNICATION, 2e, International Edition includes a wealth of assignments so students are able to apply the theory they learn.

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. Appendix A: Writing Templates. Appendix B: Common Writing Errors: Punctuation, Sentence Structure, and Usage. References. Index . Glossary.

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New Edition!

THE ULTIMATE JOB HUNTER'S GUIDEBOOK, 6E

Susan D. Greene, *Greene Marketing @ Advertising*; Melanie C.L. Martel, *New Hampshire Technical Institute*

Offering concise coverage of essential job-hunting and career strategies, this flexible guidebook can supplement any business course or serve as the foundation for a career development class. The Sixth Edition focuses on real-world applications through experiential exercises and hands-on activities that provide a comprehensive “how-to” for anyone beginning a job search. It delivers practical advice in a straightforward style along with action-oriented examples that can easily be followed. Students are taught to look beyond traditional resources like classified ads to find potential employers. For example, this edition includes a new, information-packed chapter on using social networks such as LinkedIn, Facebook and Twitter in the job search. As in previous editions, the text offers many samples of job hunting tools, such as resumes and cover letters from a wide variety of career fields. Students can use these samples as virtual templates, substituting their own information into the established format. Throughout each chapter is heavy emphasis on employing the latest technologies and online tools at every phase of the job hunt. The techniques covered in *The Ultimate Job Hunter's Guidebook* will prove useful to students as they embark on their new career and in years to come as they progress in their chosen profession.

NEW TO THIS EDITION

- Completely re-organized tables of contents to more accurately reflect the steps from thinking about what sort of job you want and are suited to, through searching for positions, to applying for a job, to evaluating job offers, to negotiating terms, to what to do once the job begins.
- A completely NEW Chapter, “Social Networking and Your Online Reputation,” covers business and social networks (LinkedIn, FaceBook, Twitter, etc.) and how these can be used to gather information, get expert advice, and find available openings. This chapter also has important advice for managing your image online.
- Chapter (8), “Building a Portfolio or Personal Website,”

describes in detail--and provides exercises for--how to create a personal website containing background information and examples of your work.

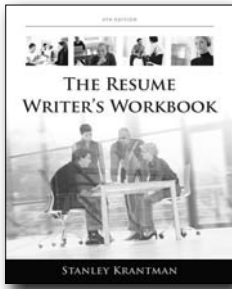
FEATURES

- Each chapter opens with “What Do You Know,” questions to activate students’ prior knowledge about the material covered in the chapter and to make them aware of what they do not that will be answered in the following chapter. A “Chapter Focus” section clearly spells out the 6-10 major concepts that will be covered in the chapter.
- Success Stories at the close of each chapter feature real-world examples of individuals who’ve made the transition from one career to another. Subjects are varied in their fields and experiences, and include examples from a stay-at-home mother turned artist, to a volunteer turned employee, to an unsatisfied employee reinvented.
- Experiential exercises and hands-on activities contribute to the user-friendly character of the text. Topics for discussion and review include identifying personality strengths, testing résumé skills, and completing job applications.
- Numerous, strong, integrated technology resources include the Online Teaching and Online Study Centers with career links, job search strategies, sample documents, and templates.

CONTENTS

Part I: ON YOUR MARK! PREPARE FOR SUCCESS. 1. Planning Your Job Search. 2. Conducting a Self-Assessment. 3. Researching and Targeting the Job Hunt. Part II: GET SET! CREATE YOUR BEST JOB SEARCH TOOLS. 4. Organizing the Job Hunt. 5. Preparing Your Resume. 6. Writing Cover Letters. Part III: GO! DRUM UP JOB LEADS. 7. Obtaining References. 8. Building a Portfolio or Personal Website. 9. Finding Potential Employers. 10. Social Networking & Building Your Personal Brand. Part IV: CROSS THE FINISH LINE! NAIL THE JOB YOU WANT. 11. Have You Considered? 12. Job Hunting in Tough Times. 13. Filling out Job Applications. 14. Interviewing. 15. Evaluating Job Offers. 16. Learning Your New Job. Answers to “What Do You Know” Quizzes.

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New Edition!

YOUR CAREER, 8E

How To Make It Happen

Lauri Harwood

Packed with innovative resources readers can use now and throughout their careers, best-selling **YOUR CAREER: HOW TO MAKE IT HAPPEN, 8e** delivers a comprehensive, step-by-step guide to finding and keeping a job. Both empowering and encouraging, the book effectively breaks the daunting prospect of marketing oneself to prospective employers into a manageable process. Each chapter provides practical advice and actions that readers can apply to their own situation and goals. Guided activities for each part of the process help students build a strong foundation for current and future job searches, teaching them how to stand out from the crowd and be a strong candidate for jobs in a career field for which they are well suited and will enjoy.

NEW TO THIS EDITION

- Offering intriguing insight into real-world issues, ten profiles feature real people talking about career management and job search issues. The profiles include five experts--such as an HR manager and a college career center director--as well as five people with whom students can immediately identify, including a young job seeker, a new hire, and an involuntary mid-career job seeker.
- CourseMate for Your Career helps learners "Make the Grade". Better studying leads to better results. CourseMate helps students maximize their study time by accessing everything they need to succeed--in one place. Students can read their textbook, take notes, review flashcards, watch videos, and take practice quizzes--all online with CourseMate.
- Several chapters include a social media feature that encourages students to use social networking in their job search, emphasizing the importance of social media in today's job searches.

FEATURES

- More than 50 Career Action worksheets help students apply chapter content and advice to their own unique situations. Additional worksheets are included on the text website. Extremely flexible, the worksheets can be used individually or in groups, in class or as homework. Students create personal

reference documents that are helpful now as well as whenever they want to improve their job situation. Guided assessments prompt students to think about their preferences, personal traits, and other topics they may not have thought about before.

- Detailed instructions help students create and maintain an extremely useful career management tool--the Career Management Files Tracker. Through practical, hands-on application, the personal content of the Tracker motivates students to take its development seriously. Student's custom creates a resource that will be helpful immediately and throughout their entire career.
- The robust website offers extensive activities, tools, and resources--linking learners to the best career advice and job search sites. Linked sites are vetted and can be trusted to present valid, accurate advice. The website equips instructors with additional and/or alternative assignments, while giving students many resources and many ways to use them--now and after the course ends. It includes all Career Action worksheets from the text, employment forms, model documents with formatting guidelines, chapter review worksheets, sample job search documents, and material from the appendices.

CONTENTS

Part I: STARTING YOUR CAREER. 1. The Job Search Process. 2. Know What Employers Expect. 3. Know Yourself to Market Yourself. Part II: SOURCES OF JOB INFORMATION. 4. Your Winning Network. 5. Research Careers and Find Job Leads. Part III: ESSENTIAL JOB SEARCH DOCUMENTS. 6. Resumes. 7. Job Applications and Cover Letters. Part IV: THE JOB INTERVIEW. 8. Interview Essentials. 9. Ask for--and Get--the Interview. 10. Interview Styles and Questions. 11. Interview Like a Pro. Part V: GOING FORWARD. 12. Following Up and Negotiating Offers. 13. Handling Rejection. 14. Take Charge of Your Career.

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INTRODUCTION TO BUSINESS



New Edition!

IE

BUSINESS FOUNDATIONS, INTERNATIONAL EDITION, 3E

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

BUSINESS FOUNDATIONS, 3E, International Edition is the solid foundation that gives students the comprehensive preparation they'll need to succeed in today's competitive business world. By providing a brief survey of the major functional areas of business, including management, marketing, accounting, finance, economics, and information technology, the textbook introduces anyone to core business procedures. In addition, this comprehensive text addresses other important concepts such as ethics and social responsibility, forms of ownership, small business and entrepreneurship, and international business. The text is filled with cutting edge content, including up-to-date information on unemployment rates, social networking, competition in the global marketplace, economic crisis, and international accounting standards, as well as suggestions on how to manage a business in the midst of economic ups and downs. All new Inside Business opening cases, new box features, and new end-of-chapter video cases along with an abundance of study aids help both professors and students achieve SUCCESS – the theme of this edition – in the course and beyond.

NEW TO THIS EDITION

- New! CourseMate brings course concepts to life with interactive learning, study, and exam preparation tools that support the printed textbook. CourseMate includes an interactive eBook and interactive teaching and learning tools such as flashcards, quizzes, games, eLectures, drag-and-drop and decision-making exercises, videos, and more! CourseMate also features the Engagement Tracker, a first-of-its-kind tool that monitors student engagement in the course. In addition, a wealth of free resources include chapter and end-of-part videos, Student PowerPoint Slides, two interactive quizzes per chapter, chapter key terms, and Crossword Puzzles.
- New! All-new opening cases about real business organizations

drive home the relevance of the chapter concepts.

- New! Personal Apps feature provides special student-centered examples and explanations that help students immediately grasp and retain the material.
- New! Sustain the Planet and Social Media mini-boxes highlight the green movement and social media's impact on today's business world.
- New! Each chapter contains two new box features reinforcing the text's success theme, including Career Success, Ethical Challenges and Successful Solutions, Entrepreneurial Success, and Going for Success.
- New! All-new videos and end-of-chapter video cases feature organizations such as E*Trade, L.L. Bean, Nederlander Concerts, and Chase Bank to illustrate the challenges faced by large and small businesses.
- New! A new continuing end-of-part video and video case about Cincinnati's specialty ice cream retailer, Graeter's, provides an insider's perspective on real business operations and the variety of challenges business owners encounter every day. This firsthand look into the business's day-to-day operations allows students to gain a better understanding of the real challenges business owners face. Students can also apply what they learn by analyzing problems, solutions, and actions taken by these companies.

FEATURES

- The theme of SUCCESS is highlighted throughout this new edition to give students an insight into best practices for attaining business and career goals.
- "Why You Should Care" features begin each chapter to help students grasp the relevance of business in their lives and guide them in their study.
- "Learning Objectives" throughout each chapter remind students of the core concepts under discussion.

CONTENTS

PART 1: THE ENVIRONMENT OF BUSINESS. 1. An Introduction to Business and Economics. 2. Ethics and Social Responsibility. 3. Business in a Global Setting. PART 2: BUSINESS OWNERSHIP AND ENTREPRENEURSHIP. 4. Choosing a Form of Business Ownership. 5. Small Business, Entrepreneurship, and Franchises. PART 3: INFORMATION FOR BUSINESS STRATEGY AND DECISION MAKING. 6. Understanding Information and e-Business. 7. Using Accounting Information. 8. Mastering Financial Management. PART 4: MANAGEMENT AND ORGANIZATION. 9. Understanding the Management Process. 10. Creating a Flexible Organization. 11. Producing Quality Goods and Services. PART 5: HUMAN RESOURCES. 12. Attracting and Retaining the Best Employees. 13. Motivating and Satisfying Employees and Teams. PART 6: MARKETING. 14. Building Customer Relationships Through Effective Marketing. 15. Creating and Pricing Products that Satisfy Customers. 16. Distributing and Promoting Products.

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New Edition!

BUSINESS MANAGEMENT, 13E

James L. Burrow, North Carolina State University; Brad Kleindl, Park University

BUSINESS MANAGEMENT 13E, formerly Business Principles and Management, is designed for more advanced high school business courses, going beyond the intro to business class. With the focus shifted to business management, this text approaches business operations from the entrepreneurial and management perspective. Finance, marketing, and human resources are some of the topics explored. This text combines concepts with a strong lesson-based instructional design, weaving in research opportunities, creative methods of assessment, interesting real-world features, mathematical calculations, case studies and academic connections. A new introductory chapter has been added that provides an overview of management, discusses the history of management, and compares management approaches and philosophies. An additional new chapter focuses on data analysis and decision-making, demonstrating the importance of math, statistics, and quantitative decision-making. BUSINESS MANAGEMENT 13E provides business management concepts and principles in a realistic, investigative, and enriching manner. All the functions of business management are covered extensively, including the use of technology and communication as tools of business. Students will enjoy exploring the global dimension of business and possible career opportunities as this text brings the world of business to your class.

NEW TO THIS EDITION

- A new introductory chapter has been added that provides an overview of management, discusses the history of management, and compares management approaches and philosophies.
- An additional new chapter focuses on data analysis and decision-making, demonstrating the importance of math, statistics, and quantitative decision-making.
- New technologies including social media are addressed within the lessons making the information more relevant and interesting for students.
- COURSEMATE, for the instructor who wants to be able to monitor student access and time on task, is a great way to identify students at risk. This new supplement includes interactive teaching and learning tools, quizzing, videos,

flashcards, and more.

- 21ST CENTURY SKILLS content has been added throughout the text, incorporating the framework for 21st Century Learning, helping students learn the essential skills for success in today's world, such as critical thinking, problem solving, communication and collaboration.
- MATH concepts and applications have been added to emphasize the importance of math in business today.
- A SPANISH GLOSSARY has been added.

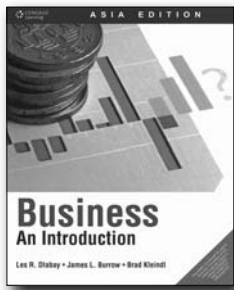
FEATURES

- Chapters are broken into lessons to maximize student learning.
- MAKE ACADEMIC CONNECTIONS provides the integrated curriculum activities that show students how business management concepts relate to other courses of study. The cross-curricular assessment activities connect business principles to math, communication, writing, reading, technology, research and other academic subjects.
- REALITY CHECK presents a story written to introduce concepts in the chapter using real-world examples.

CONTENTS

UNIT I: MANAGING AND MANAGEMENT RESPONSIBILITIES. 1. Managers and Managing. 2. Management Functions and Decision Making. 3. The Manager as a Leader. 4. Planning and Organizing. 5. Implementing and Controlling. UNIT II: THE ENVIRONMENT OF BUSINESS MANAGEMENT. 6. Characteristics of a Business. 7. Social and Ethical Environment of Business. 8. Economic Environment of Business. 9. International Environment of Business. UNIT III: BUSINESS ORGANIZATION AND MANAGEMENT. 10. Forms of Business Ownership. 11. Legal Aspects of Business. 12. Technology and Information Management. 13. Organizational Communications. 14. Data Analysis and Decision Making. UNIT IV: FINANCIAL MANAGEMENT. 15. Business Financial Records. 16. Financing a Business. 17. Financial Services. 18. Credit and Insurance. UNIT V: PRODUCTION AND MARKETING MANAGEMENT. 19. Managing Production and Operations. 20. Nature and Scope of Marketing. 21. Product Development and Distribution. 22. Pricing and Promotion. UNIT VI: HUMAN RESOURCES MANAGEMENT. 23. Managing Human Resources. 24. Rewarding and Developing Employees. 25. Developing an Effective Organization.

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BUSINESS

An Introduction, Asia Edition

Les Dlabay, Ed.D., 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 5 (WITH INTRODUCTION TO BUSINESS COURSEMATE WITH EBOOK PRINTED ACCESS CARD), 5E

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

Created through a “student-tested, faculty-approved” review process with over 2,000 students and faculty, BUSN 5e is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners at a value-based price. 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. BUSN5'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 Communication. Your students stay on top of the timeliest developments with the book's well-balanced presentation and wealth of supplements, including CourseMate, an interactive teaching and learning solution. All supplements are tightly integrated with the fifth edition 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 BUSN5.

NEW TO THIS EDITION

- New Career content at the end of each chapter spotlighting the careers in virtually all fields of business and the highest growth areas. Students can make the connection from the business content they're learning to the related business career paths available to them.
- New video cases that tie all chapter content to real-world companies. The videos that also appear in the PowerPoint slides are also new and updated to reflect current business examples in companies today. In addition to new videos, all of

the supplements have been revised to reflect the new material in BUSN 5e.

- Chapter 10 provides broader, more up-to-date coverage of financial markets. While it retains an emphasis on securities markets, it now includes an overview of the role banks, credit unions, savings and loan associations, and institutional investors such as pension funds and insurance companies play in our nation's financial markets. It also provides a broad overview of the regulation of these markets, including a look at key laws governing banking and a discussion of how the recently enacted Dodd-Frank Act will impact consumers and financial institutions.
- New box feature, "Just because they can do it, doesn't mean they should do it" showcases business ethical decisions in most of the chapters. At the end of the box feature discussion questions are included to have the students think about how to handle the situation.

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 nearly 2,000 faculty and students.
- Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course.
- Chapter in Review Cards at the back of the Student Editions provide students a portable study tool containing all of the pertinent information for class preparation.
- Instructor Prep Cards at the back of the Instructor's Edition make preparation simple with detachable cards for each chapter, offering a quick map of chapter content, a list of corresponding PowerPoint and video resources, additional examples, and suggested assignments and discussion questions to help you organize chapter content efficiently.
- A full suite of unique learning tools that appeal to different learning styles is available to students with the purchase of a new book. Interactive eBook, quizzes, audio downloads, videos, interactive exhibits, and more are only a click away.
- All of the content and resources you expect with a supplements package that is second to none including CourseMate, reinforces skills and promotes mastery of business concepts: The book's interactive 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. Financial Markets: Allocating 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. Personal Finance Appendix. Online Appendices. Appendix 1: Labor Unions and Collective Bargaining. Appendix 2: Business Law.

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New Edition!

11E

INTRODUCTION TO BUSINESS, INTERNATIONAL EDITION, 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. Topics highlight the factors that have led to business success, including GE's world renowned training and development program, Amazon's marketing of the Kindle, Ford's financial strength in the midst of the economic crisis, Apple's successful marketing of the iPhone and iPad, and Panera's social media campaign.

- 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, the state of manufacturing in the U.S., the continuing growth of the service sector, merger activity, productivity concerns, 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.
- A completely new ongoing video case featured at the end of each Part provides students with an insider's perspective on Graeter's, a Cincinnati specialty ice cream retailer. This firsthand look into one business's day-to-day operations allows students to gain a better understanding of the real challenges business owners face. Students can also apply what they learn by analyzing problems, solutions, and actions taken at the company.

FEATURES

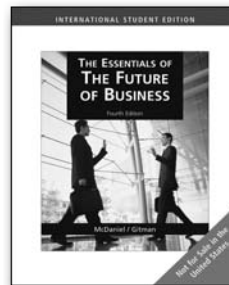
- Describe the key features (e.g. a chapter in the TOC, a feature to spotlight, a supplement to call out, and technology to mention) instructors will want to be aware of.
- Learning Objectives serve as each chapter's organizing framework. The important concepts to be mastered are clearly stated for students 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. The decisions and activities of these organizations make each chapter relevant and absorbing. At the end of the chapter, the Inside Business organization is once again revisited so that students can compare their initial understanding of the events described at the beginning of the chapter to the new insights they have gained based on what they have read and learned in the chapter.
- 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. Spotlights focus on up-to-date fun facts; the Sustaining the Planet feature highlights what organizations are doing to be environmentally responsible; and the content-based photo captions provide continual, eye-catching examples that reinforce text material.

CONTENTS

PART I: THE ENVIRONMENT OF BUSINESS. 1. An Introduction to Business and Economics. 2. Ethics and Social Responsibility. 3. Business in a Global Setting. PART II: BUSINESS OWNERSHIP AND ENTREPRENEURSHIP. 4. Choosing a Form of Business Ownership. 5. Small Business, Entrepreneurship, and Franchises. PART III: INFORMATION FOR BUSINESS STRATEGY AND DECISION MAKING. 6. Understanding Information and e-Business. 7. Using Accounting Information. Part IV: Management and Organization. 8. Understanding the Management Process. 9. Creating a Flexible Organization. 10. Producing Quality Goods and Services. PART V: HUMAN RESOURCES. 11. Attracting and Retaining the Best Employees. 12. Motivating and Satisfying Employees and Teams. 13. Enhancing Union-Management Relations. PART VI: MARKETING. 14. Building Customer Relationships Through Effective Marketing. 15. Creating and Pricing Products that Satisfy Customers. 16. Wholesaling, Retailing, and Physical Distribution. 17. Developing Integrated Marketing Communications. 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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IE

THE ESSENTIALS OF THE FUTURE OF BUSINESS, INTERNATIONAL EDITION (WITH BUILDING YOUR CAREER BOOKLET), 4E

Carl McDaniel; Lawrence J. Gitman

With THE ESSENTIALS OF THE FUTURE OF BUSINESS 4E, International Edition your students begin working on their careers now. Packed with examples and illustrations of real professionals in practice, the text equips students with the knowledge, skills, and competencies they'll need for tomorrow's competitive workplace. Each chapter offers a thorough presentation of business principles and

also highlights emerging business trends in management, leadership, production, marketing, and finance. Revealing the opportunities that exist when students select business as a major, the text enables students to envision themselves in a business career as they explore the possibilities through end-of-chapter videos, online video cases, and the new “Building Your Career” booklet. These resources offer a clear, in-depth view at what different career paths are like in real practice. **THE FUTURE OF BUSINESS: THE ESSENTIALS 4E**, International Edition also explores business through the magic of the seventh art--motion pictures. Through the new BizFlix feature, each chapter opens with a scene from a current Hollywood film related to chapter concepts. In addition, skill-building exercises such as “Preparing for Tomorrow’s Workplace” activities help students develop and strengthen the five workplace competencies recommended by the Secretary’s Commission on Achieving Necessary Skills. Critical thinking skills are emphasized, and the Apple, Inc. continuing case is integrated throughout.

FEATURES

- **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.
- **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.
- **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.
- **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.

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. Appendix: Managing Risk and Insurance. Online Enrichment Chapter: Managing Your Personal Finances. Online Enrichment Chapter: Using the Internet for Business Success.

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IE

THE FUTURE OF BUSINESS, INTERNATIONAL EDITION, 6E

Carl McDaniel; Lawrence J. Gitman

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 (CengageNOW) and the Integrated Learning System help build business competencies.

To help students develop high-performance workplace skills, the Secretary’s Commission on Achieving Necessary Skills

(SCANS) recommends students develop five workplace competencies: using and allocating resources, working with others, acquiring and using information, understanding systems, and working with technology. The “Preparing for Tomorrow’s Workplace” activities are designed to develop these workplace skills in students. SCANS competencies and workplace skill-building are key features included in the homework section of each chapter.

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 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 giving students insight into a variety of business careers, the opening vignettes and videos help spark an interest in the chapter topics through professionally produced videos.

FEATURES

- The Future of Business, Sixth Edition is supported with a vast array of supplements to ease lecture preparation and improve student performance.
- The Instructor’s Manual includes an in-depth lecture outline that is interspersed with lecture “tidbits” that allow instructors to add timely and interesting enhancements to their lectures. We’ve scanned the latest business periodicals and newspapers and inserted interesting comments to add to the lecture. In addition, we know that it’s hard to generate class discussion. So the lecture outline also includes questions to be asked of the class to generate discussion and debate.
- This new edition is also accompanied by a certified test bank, allowing instructors to assign and create tests without fear. This test bank is just one more way the Gitman author team is making instructors feel comfortable and at ease with their support materials.
- 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.

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: Managing Organizations.** 7. Management and Leadership in Today’s Organizations. 8. Designing Organizational Structures. 9. Managing Human Resources and Labor Relations. 10. Motivating Employees. 11. Achieving World-Class Operations Management. **PART 4: MARKETING MANAGEMENT.** 12. Creating Marketing Strategy To Meet Customers’ Needs. 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. Online Enrichment Chapter: Managing Your Personal Finances. Online Enrichment Chapter: Using the Internet for Business Success.

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DECISION SCIENCES

BUSINESS MATHEMATICS



New Edition!

IE

CONTEMPORARY BUSINESS MATHEMATICS FOR COLLEGES, INTERNATIONAL EDITION (WITH STUDENT CD-ROM), 16E

James E. Deitz, Past President of Heald Colleges; James L. Southam, San Francisco State University

CONTEMPORARY BUSINESS MATH FOR COLLEGES, 16E, International Edition presents a basic, arithmetic-based approach to business math. It emphasizes practical skill-building to prepare students for careers in business through step-by-step development of concepts, numerous practice exercises, and real-world application of techniques. The text progresses from the most basic to more complex business math topics. Additional assets to help students gain confidence in mathematics such tutorials, video clips, and more are available on the companion website.

NEW TO THIS EDITION

- The material has been refined throughout and reorganized when necessary to enhance learning.
- New! Chapter 4, International Weights and Measures.
- New! Expanded coverage in Chapter 3, Word Problems and Equations.
- New! Appendix C, Fundamental Processes.
- New! Enhanced Chapter 9, Banking.

CONTENTS

1. Fractions. 2. Decimals. 3. Word Problems and Equations. 4. International Weights and Measures. 5. Percents. 6. Commissions.

7. Discounts. 8. Markup. 9. Banking. 10. Payroll Records. 11. Taxes. 12. Insurance. 13. Simple Interest. 14. Installments Purchases. 15. Promissory Notes and Discounting. 16. Compound Interest. 17. Inventory and Turnover. 18. Depreciation. 19. Financial Statements. 20. International Business. 21. Corporate Stocks. 22. Corporate and Government Bonds. 23. Annuities. 24. Business Statistics. Appendix A: Answers to Odd-Numbered Problem. Appendix B: Answers to Self-Check Review Problems. Appendix C: Fundamental Processes.

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New Edition!

IE

CONTEMPORARY MATHEMATICS FOR BUSINESS AND CONSUMERS, INTERNATIONAL EDITION (WITH PRINTED ACCESS CARD), 6E

Robert Brechner, Miami-Dade College

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.

FEATURES

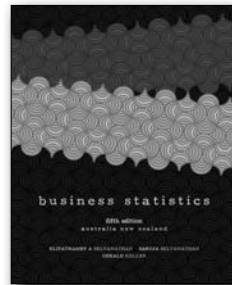
- **UNIQUE MODULAR APPROACH HELPS STUDENTS OVERCOME MATH ANXIETY WITH MANAGEABLE LEARNING SECTIONS.** The author has broken each chapter into numerous discrete learning components, allowing your students to progress step-by-step and overcome one of greatest barriers to learning that students who are 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.
- **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.

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



BUSINESS STATISTICS, 5E

Complete Australia/New Zealand Edition

Eliyathamby A Selvanathan, Griffith University; Saroja Selvanathan; Gerald Keller, Wilfrid 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. Students find relevance in a wide variety of exercises and cases. Examples draw on the statistical applications used by marketing managers, financial analysts, accountants, economists, and from throughout the business world. Many students struggle with statistics. This bestselling textbook provides a robust learning pedagogy to make statistics accessible. Students find the material easy to understand and easy to apply in the business environment.

NEW TO THIS EDITION

- Excel 2007 introduced and integrated into the text and applications
- CengageNow available to maximise study time to help students achieve results in their learning
- New case studies from real business settings, ABS, media and international agencies
- 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.

FEATURES

- **Real-World Applications:** New and updated examples and exercises provide up-to-date coverage. Numerous applications in finance, marketing, operations, human resources, and

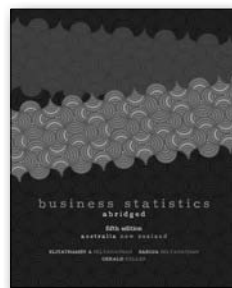
accounting highlight how statistics are used in these professions.

- **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, 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.
- **Unique "ICI" Approach:** Selvanathan's Business Statistics Australia / New Zealand edition is renowned for its consistent, proven three-step method to solving problems. The "Identify, Compute, and Interpret" approach teaches students how to determine the appropriate technique, how to compute the statistics, and how to interpret the results in the context of the problem at hand.
- **Contains step-by-step instructions and commands,** with screen images, to teach students how to use Microsoft Excel.
- **Real-World Emphasis:** 'Chapter opening example' boxes included at the start of each chapter spotlight practical uses of techniques introduced in the chapter and give students an overview of the key concepts to be covered. Problems that are presented in the examples are solved within the relevant chapters.

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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BUSINESS STATISTICS - ABRIDGED, 5E

Australia New Zealand Edition

Eliyathamby A Selvanathan, Griffith University; Saroja Selvanathan; Gerald Keller, Wilfrid 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. Students find relevance in a wide variety of exercises and cases. Examples draw on the statistical applications used by marketing managers, financial analysts, accountants, economists, and from throughout the business world. Many students struggle with statistics. This bestselling textbook provides a robust learning pedagogy to make statistics accessible. Students find the material easy to understand and easy to apply in the business environment.

NEW TO THIS EDITION

- Excel 2007 introduced and integrated throughout
- CengageNow learning study resource helps students achieve the best from their learning
- New case studies sourced from real business settings, Australian Bureau of Statistics, media and international agencies
- Review chapters encourage students to use a variety of statistical procedures and identify best practice techniques

FEATURES

- 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.
- Unique "ICI" Approach: renowned for its consistent, proven three-step method to solving problems. The "Identify, Compute, and Interpret" approach teaches students how to determine the appropriate technique, how to compute the statistics, and how to interpret the results in the context of the problem at hand.

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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New Edition!

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

Thomas A. Williams, Rochester Institute of Technology; Dennis J. Sweeney, University of Cincinnati; David R. Anderson, University of Cincinnati

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. A wealth of timely business examples, proven methods, and additional exercises throughout this edition demonstrate how statistical results provide insights into business decisions and present solutions to contemporary business problems. High-quality problems noted for their unwavering accuracy and the authors' signature problem-scenario approach clearly show how to apply statistical methods in practical business situations.

FEATURES

- 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.
- 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.
- 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.
- 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. Statistical 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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IE

DATA ANALYSIS, OPTIMIZATION, AND SIMULATION MODELING (WITH PRINTED ACCESS CARD), INTERNATIONAL EDITION, 4E

S. Christian Albright, Indiana University, School of Business; Christopher Zappe, Bucknell University; Wayne Winston, Indiana University, Kelley School of Business

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.

NEW TO THIS EDITION

- 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. Many of the problems in previous editions were deleted or updated, and a number

of brand new problems were added for relevance to current statistical analysis. A problem guide is available to instructors showing the context of each of the “data” problems, and it also shows the correspondence between problems in this edition and problems in the previous edition.

- 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. Specifically, there is a small section on the new slicers for pivot tables, and there are several mentions of the new statistical functions (although the old functions still work).
- 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. These insights are designed to allow the students to step back from the details and see the really important ideas.

FEATURES

- All updated screenshots and accompanying explanations to reflect Excel 2007 and updated add-ins. Tips on Excel 2010 have been added where applicable. This edition now provides access to Excel add-in software via an access code to a Premium Online Content Website for every student purchasing a new book.
- IRCD: PowerPoints, and Solutions, Case, and Example files have been updated to reflect the core text 4th edition. The Test Bank has been updated with new questions and is now offered in ExamView testing software.

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

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New Edition!

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ESSENTIALS OF CONTEMPORARY BUSINESS STATISTICS, INTERNATIONAL EDITION (WITH ONLINE MATERIAL PRINTED ACCESS CARD), 5E

Thomas A. Williams, Rochester Institute of Technology; Dennis J. Sweeney, University of Cincinnati; David R. Anderson, University of Cincinnati

ESSENTIALS OF CONTEMPORARY BUSINESS STATISTICS, 5E, International Edition provides an introduction to business statistics that blends a conceptual understanding of statistics with the real-world application of statistical methodology. Microsoft Excel® 2010 is integrated throughout the text, showing step-by-step instructions and screen captures to enhance student learning. The fifth edition contains the same student learning features that have made Williams/Sweeney/Anderson products best-sellers for years, including the problem-scenario approach and real-world examples that introduce statistical techniques.

NEW TO THIS EDITION

- **NEW!** Integration of Microsoft Excel® 2010. Step-by-step instructions and screen captures show how to use Excel 2010 to implement statistical procedures.
- **NEW!** Revised Chapter 2. Excel coverage has been condensed by moving the discussion of how to use Excel's Pivot Chart Report to chapter appendixes. Appendix 2.1 shows how to use Excel's Pivot Chart Report to summarize categorical data and Appendix 2.2 shows how to use Excel's Pivot Chart report to summarize quantitative data.
- **NEW!** Revised Sampling Material. The Chapter 7 introduction has been revised and now includes the concept of a sampled population and a frame. The distinction between sampling from a finite population and an infinite population has been clarified, with sampling from an ongoing process used to illustrate the selection of a random sample from an infinite population. A practical advice section stresses the importance of obtaining close correspondence between the sampled population and the target population.
- **NEW!** Revised Introduction to Hypothesis Testing. Section 9.1, Developing Null and Alternative Hypotheses, has been revised. A better set of guidelines has been developed for identifying the null and alternative hypotheses. The context of the situation and the purpose for taking the sample are key. In situations in

which the focus is on finding evidence to support a research finding, the research hypothesis is the alternative hypothesis. In situations where the focus is on challenging an assumption, the assumption is the null hypothesis.

- **NEW!** Section 13.8 – Modeling Curvilinear Relationships. This new section shows how curvilinear relationships can be handled easily using a multiple regression model. We illustrate the use of both Excel's Chart tools and Excel's Regression tool to fit a quadratic model.
- **NEW!** Chapter 14 – Time Series Analysis and Forecasting. Section 14.1 discusses time series patterns and Section 14.2 introduces methods for measuring forecasting accuracy. Section 14.3 discusses moving averages and exponential smoothing. Section 14.4 introduces methods appropriate for a time series that exhibits a trend. Here we illustrate how regression analysis can be used for trend projection to model nonlinear relationships involving a quadratic trend. Section 14.5 then shows how dummy variables can be used to model seasonality in a forecasting equation. Section 14.6 discusses classical time series decomposition including the concept of deseasonalizing a time series.

FEATURES

- **PRINTED ACCESS CARD INCLUDED.** Included with the purchase of the new book is the Student Essential site PAC (Printed Access Card) that gives access to WEBfiles and Palisade Decision Tools (Stat Tools).
- **PROBLEM-SCENARIO APPROACH.** Using this approach, the discussion and development of each technique is presented in an applications setting, with the statistical results providing insights to decisions and solutions to problems. The problem scenarios enable students to see how statistics can be applied in business and economics and increase student interest and motivation for learning statistics.
- **STUDENT READABILITY.** For more than 30 years, student surveys and instructor feedback have shown that readability is a hallmark of ASW textbooks.
- **INTEGRATION OF EXCEL.** Immediately following every statistical procedure is a sub-section that discusses how to use Excel to perform that procedure. This style enables the use of Excel to be integrated throughout the text, but still keeps the primary emphasis on the statistical methodology being discussed. Each sub-section uses a consistent framework for applying Excel to help users focus on the statistical methodology without getting bogged down in the details of using Excel.

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1. Data and Statistics.
2. Descriptive Statistics: Tabular and Graphical Presentations.
3. Descriptive Statistics: Numerical Measures.
4. Introduction to Probability.
5. Discrete Probability Distribution.
6. Continuous Probability Distributions.
7. Sampling and Sampling Distributions.
8. Interval Estimation.
9. Hypothesis Testing.
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. Time Series Analysis and Forecasting. 15. Statistical Methods for Quality Control. Appendix A: References and Bibliography. Appendix B: Tables. Appendix C: Summation Notation. Appendix D: Self-Test Solutions and Answers to Even-Numbered Exercises. Appendix E: Microsoft Excel 2010 and Tools for Statistical Analysis.

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FUNDAMENTALS OF BUSINESS STATISTICS, INTERNATIONAL EDITION (WITH PRINTED ACCESS CARD), 6E

Dennis J. Sweeney, University of Cincinnati; Thomas A. Williams, Rochester Institute of Technology; David R. Anderson, University of Cincinnati

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.
- Appendix 1 includes instructions for accessing the Premium Online Content Web site to download StatTools®, an optional commercial Excel add-in that students are likely to encounter in the workplace and that extends the range of statistical options for Excel users; most chapters include an appendix outlining statistical procedures using StatTools.
- 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.
- Chapter 2 includes additional material on box plots to support quick and easy comparisons of two or more data sets (with examples based on typical starting salaries for graduates majoring in various business fields), as well as an Excel Appendix 2.2 showing how the Chart Tools, PivotTable Report, and PivotChart Report functions can enhance the capabilities for displaying tabular and graphical descriptive statistics.
- 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).
- The Sixth Edition features several new case problems and chapter-opening Statistics in Practice applications covering topics such as descriptive statistics, hypothesis testing, and regression (with larger data sets to inform managerial reports), as well as real-life examples drawn from global firms in a variety of industries.
- To better demonstrate the many uses of statistics in business and economics, nearly half (140) of the text's 300 examples and exercises are new to the current edition and incorporate the most current data, recent studies, and reliable sources of statistical information, including the Wall Street Journal, USA Today, Barron's, and others.

FEATURES

- 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.
- 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.

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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. Appendix A: References and Bibliography. Appendix B: Tables. Appendix C: Summation Notation. Appendix D: Self-Test Solutions and Answers to Even-Numbered Exercises. Appendix E: Microsoft Office Excel 2010 and Tools for Statistical Analysis. Appendix F: Computing p-Values Using Minitab and Excel.

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MANAGERIAL STATISTICS

A Case-Based Approach, International Edition (with CD-ROM and Harvard Cases)

Peter Klibanoff; Alvaro Sandroni; Boaz Moselle; Brett Saraniti

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 Forestier 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!

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MANAGERIAL STATISTICS, ABBREVIATED INTERNATIONAL EDITION (WITH PRINTED ACCESS CARD), 9E

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

- Students can convert real-world data into information using six large datasets, which are the sources of 150 new exercises. You can use the datasets for hundreds of additional examples and exercises. Many of the examples, exercises, and cases using real-world 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, on NASDAQ, and on the Toronto Stock Exchange; and global warming.
- Chapter 2 in the eighth edition, which presented graphical techniques, has been divided 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. Some of the material in the eighth edition's Chapter 3 has been incorporated into the new Chapter 3.
- Section 12.5, Applications in Accounting: Auditing, and Section 18.4, Logistic Regression, was removed to make room for new additional exercises. You can download them from the CourseMate site.
- The Excel® workbooks that had students 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.” There are many new examples and exercises.

FEATURES

- Many of the examples, exercises, and cases using real-world 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, on NASDAQ, and on the Toronto Stock Exchange; and global warming.
- Students can convert real-world data into information using six large real-world datasets, which are the sources of 150 new exercises. You can use the datasets for hundreds of additional examples and exercises.
- A new “Do-It-Yourself Excel” workbook has students computing confidence interval estimators and hypothesis tests on their own. There are many new examples and exercises.

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 A Population. 13. Inference about Comparing Two Populations. 14. Analysis of Variance. 15. Chi-Squared Tests. 16. Simple Linear Regression. 17. Multiple Regression.

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New Edition!

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MANAGERIAL STATISTICS, INTERNATIONAL EDITION (WITH ONLINE CONTENT PRINTED ACCESS CARD), 9E

Gerald Keller, Wilfrid Laurier University

This worldwide best-selling business statistics text emphasizes applications over calculation. MANAGERIAL STATISTICS, 9e, 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. Some of the material in the eighth edition Chapter 3 has been incorporated into the new Chapter 3.
- To make room for the new additional exercises we have removed Section 12.5 Applications in Accounting: Auditing and Section 18.4 Logistic Regression. Instructors who wish to have these can download them on the CourseMate site.
- 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."
- There are many new examples and exercises.

FEATURES

- Emphasis on identification and interpretation provides students with practical skills they can apply to real problems they will face whether a course uses manual or computer calculations.
- Students learn that statistics is a method of converting data into information. 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. 18: Model Building. 19: Nonparametric Statistical Techniques. 20. Time-Series Analysis and Forecasting. 21. Statistical Process Control. 22: Decision Analysis. 23: Conclusion.

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STATISTICS FOR BUSINESS AND ECONOMICS, INTERNATIONAL EDITION (WITH CD-ROM PRINTED ACCESS CARD), 11E

David R. Anderson, University of Cincinnati; Dennis J. Sweeney, University of Cincinnati; Thomas A. Williams, Rochester Institute of Technology

This market-leading text from well-respected authors Anderson/Sweeney/Williams introduces sound statistical methodology within a strong applications setting. A wealth of real business examples, proven methods, and application exercises within STATISTICS FOR BUSINESS AND ECONOMICS, 11e, International Edition clearly demonstrate how statistical results provide insights into business decisions and present solutions to contemporary business problems. Comprehensive coverage, trusted for its accuracy, allows you to select the topics best for your course, including coverage of the latest statistical and business software to manage statistical information. This edition's accessible approach is strengthened with the innovative new CengageNOW

integrated online course management and learning system that saves you time while using personalized study plans to ensure student understanding.

NEW TO THIS EDITION

- CengageNOW online teaching and learning system. This fully integrated, innovative online teaching and learning system combines the best of current technology to help you plan your course, manage and grade extensive homework and student assignments automatically, teach with the latest built-in technology support, reinforce student comprehension with personalized study plans, and test using a customized test bank. Take full advantage of this time-saving, effective resource with Cengage Learning's specialized training and service program for CengageNOW. For more information, visit academic.cengage.com/cengagenow.
- Use of Cumulative Standard Normal Distribution Table – To more effectively prepare today's students to use computer software in statistics, this edition incorporates a normal probability table that is consistent with what is used in 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 – 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.
- New Appendix F covering the use of software to compute p-values – This optional appendix clearly shows how to use MINITAB and Excel to compute p-values associated with z, t, and F test statistics. Explanations within the main text demonstrate how to use statistical tables to provide ranges for the p-value, while Appendix F illustrates how to compute the exact p-value using MINITAB or Excel, which is helpful in covering hypothesis testing in Chs. 9-16.

FEATURES

- 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.
- Proven Problem-Scenario Approach – Each statistical technique is discussed and developed within an application setting. The statistical results provide insights into business decisions and detail how statistics are used within business today to solve problems.
- Powerful Real Examples and Exercises – Already recognized for the strength of its problems, this edition now offers even more real data examples and exercises that emphasize application as well as solid statistical methodology.
- Systematic Approach Emphasizing Methods and Applications – At the end of each section, Methods Exercises stress computation and use of formulas, while Application Exercises

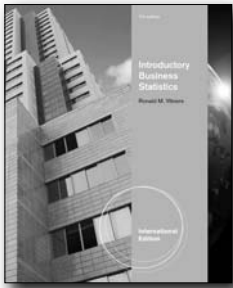
require students to use what they know about statistics to address real-world problems. Students first develop a computational foundation and learn the use of techniques before moving to statistical application and interpretation of the value of techniques.

- Software Coverage with Ultimate Flexibility – Expanded, enhanced coverage of Microsoft® Office Excel® 2007 and Minitab 15 is covered in the appendices for maximum teaching flexibility. A corresponding Student CD provides data files and tools for efficiently completing text exercises. Appendices using Excel 2003 and Minitab 14 and datasets are provided on the Student CD for those who continue to use these versions of the software.
- Chapter-Ending Case Problems – Numerous cases emphasize managerial use and interpretation of statistics and provide a strong business approach for making decisions. Students have the opportunity to analyze larger data sets and practice preparing managerial reports.

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. Statistical Inference about Means and Proportions with Two Populations. 11. Inferences About Population Variances. 12. Test 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. Forecasting. 19. Nonparametric Methods. 20. Statistical Methods for Quality Control. 21. Decision Analysis. 22. Sample Survey (on CD). Appendices. A: References and Bibliography. B: Tables. C: Summation Notation. D: Self-Test Solutions and Answers to Even-Numbered Exercises. E: Using Excel Functions. F: Computing p-values Using Minitab and Excel.

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New Edition!

IE

INTRODUCTORY BUSINESS STATISTICS, INTERNATIONAL EDITION (WITH BIND IN PRINTED ACCESS CARD), 7E

Ronald M. Weiers, *Indiana University of Pennsylvania*

Highly praised for its exceptional clarity, technical accuracy, and useful examples, Weiers' *Introductory Business Statistics, 7e, International Edition* introduces fundamental statistical concepts with an engaging, conversational presentation and a strong emphasis on the practical relevance of course material to students' lives and careers. The text's outstanding illustrations, friendly language, non-technical terminology, and current examples involving real-world business and personal settings will capture students' interest and prepare them for success from day one. Continuing cases, contemporary business applications, and more than 300 new or revised exercises and problems reflect important trends and the latest developments in today's dynamic business environment—all with an accuracy you and your students can trust.

NEW TO THIS EDITION

- CengageNOW™ is a fully integrated, innovative online teaching and learning system that combines the best of current technology to help you efficiently plan your business statistics course, manage and grade assignments automatically, teach with built-in technology support, reinforce student comprehension with personalized learning paths, and create exams using a customized algorithmic test bank.
- 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). Appendix A: Statistical Tables. Appendix B: Selected Answers. Index. Glossary.

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LOGISTICS



IE

MANAGEMENT OF TRANSPORTATION, INTERNATIONAL EDITION, 7E

John J. Coyle, Pennsylvania State University; Robert A. Novack, Pennsylvania State University; Brian Gibson, Auburn University; Edward J. Bardi, University of Toledo

Transportation is arguably the most critical component of global supply chains. And one of the most complex. Delivering comprehensive coverage of current domestic and global transportation trends, **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. The text is organized into three parts. Part I provides a framework and foundation for the role of transportation from a micro and macro perspective in supply chains. Discussions include both the theoretical and managerial dimensions of transportation in supply chains, including regulation and public policy. Part II focuses on the providers of transportation, offering an industry overview, operating and service characteristics, cost structure, and current challenges and issues. Part III focuses on a variety of critical transportation management issues, providing insightful discussions of the strategic activities and challenges involved in the movement of goods through the supply chain.

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. An accomplished instructor, he has received multiple awards for outstanding teaching, research, and outreach—most notably the 2006 Auburn University Alumni Association Undergraduate Teaching Excellence Award. Dr. Gibson also serves in leadership roles for the Council for Supply Chain Management Professionals, the Distribution Business Management Association, and the Retail Industry

Leaders Association.

- 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.
- All-new Chapter 14, Issues and Challenges of Global Supply Chains, offers real-world insight into current and emerging challenges facing global supply chains.
- In every chapter, four new boxed features deliver the latest technology, trends, and examples from the field. Transportation Profile opening vignettes introduce students to chapter concepts through familiar, real-world examples. On the Line features provide applied, concrete examples that give students hands-on managerial experience with chapter topics. Transportation Technology boxes help readers relate technological developments to transportation management concepts. Global Perspectives highlight the activities and importance of transportation outside of the United States.

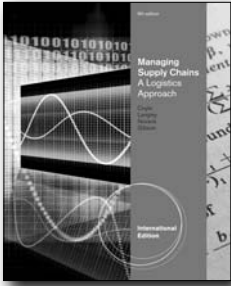
FEATURES

- **Comprehensive Coverage:** **MANAGEMENT OF TRANSPORTATION, 7e, International Edition** delivers thorough coverage of current domestic and global transportation trends. The U.S. has seen an increased importance placed on transportation security both within and outside its borders, and the dramatic volatility in worldwide fuel prices has put a strain on transportation costs and capacity. These events illustrate that transportation may be the most critical—and most vulnerable—component of global supply chains.
- **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.

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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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New Edition!

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MANAGING SUPPLY CHAINS, 9E

A Logistics Approach, International Edition

John J. Coyle, Pennsylvania State University; C. John Langley, Jr., Pennsylvania State University; Robert A. Novack, Pennsylvania State University; Brian J. Gibson, Auburn University

MANAGING SUPPLY CHAINS: A LOGISTICS APPROACH, 9E, International Edition refined its focus on the supply chain approach by blending logistics theory with practical applications. Each chapter opens with “Supply Chain Profiles” vignettes introducing students to real-world companies, people, and events. New and updated “On the Line” boxed features are applied examples providing students with hands-on managerial experience of the chapter’s topics. “Supply Chain Technology” boxes appear throughout the text, helping students relate technological developments to supply chain management concepts and logistics practices while taking in consideration global changes. Short Cases at the end of each chapter are updated and build on what students have learned in the chapter.

NEW TO THIS EDITION

- Updated “Supply Chain Profiles” vignettes at the beginning of each chapter introduce familiar real-world companies, people, and events.
- Revised and expanded “Supply Chain Technology” boxes throughout the text relate technological developments to supply chain management concepts and logistics practice with a deeper global view relative to the fast changing business environment.
- Chapter 10 is updated to include the latest transportation strategies and current data on transportation spending, performance, and modal splits.
- Chapter 15 introduces a sustainable approach to Supply Chain Management and the benefits of a low impact business practice in greater detail.
- Chapter 16 highlights contemporary changes and trends in the supply chain and logistics environments, and discusses major areas of priority for the future.

FEATURES

- MANAGING SUPPLY CHAINS: A LOGISTICS APPROACH, 9E, International Edition refined its focus on the supply

chain approach, one of the latest developments in logistics management.

- “Supply Chain Profiles” vignettes at the beginning of each chapter that introduce topics to students using familiar real-world companies, people, and events.
- Practical applications of supply chain management are provided using new and updated “On the Line” boxed featuring hands-on managerial experience of the chapter’s topics.
- Short Cases at the end of each chapter helps students build their knowledge by applying the principles learned in the chapter.

CONTENTS

Part I. 1. Supply Chain Management: An overview. 2. Role of Logistics in Supply Chain. Part II. 3. Global Dimensions of Supply Chains. 4. Supply Chain Relationships. 5. Supply Chain Performance Measurement and Financial Analysis. 6. Supply Chain Technology – Managing Information Flows. Part III. 7. Demand Management. 8. Order Management and Customer Service. 9. Managing Inventory in the Supply Chain. 10. Transportation – Managing the Flow of the Supply Chain. 11. Distribution – Managing Fulfillment Operations. Part IV. 12. Supply Chain Network Analysis and Design. 13. Sourcing Materials and Services. 14. Operations – Producing Goods and Services. 15. Managing Reverse Flows in the Supply Chain. 16. Strategic Challenges and Change for Supply Chains.

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MANAGEMENT SCIENCE



IE

AN INTRODUCTION TO MANAGEMENT SCIENCE, INTERNATIONAL EDITION (WITH CD-ROM), 13E

David R. Anderson, University of Cincinnati; Dennis J. Sweeney, University of Cincinnati; Thomas A. Williams, Rochester Institute of Technology; R. Kipp Martin, University of Chicago

Introduce your students to management science techniques with the thorough, applications-oriented coverage you can trust from the definitive leader in traditional management science texts. 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. In response to feedback from instructors like you, this edition now places greater emphasis on the applications of management science and use of computer software with much of the focus on algorithms moved to optional chapters on the accompanying Student CD for your flexibility. As always, the well-respected authors have continued their reputation for excellent and accuracy with error-free presentations throughout the text, test bank, and supplements. Trust INTRODUCTION TO MANAGEMENT SCIENCE, 12E, International Edition to deliver the sound, practical and student-oriented approach that enables students to achieve success in your course and the world of business beyond.

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.
- 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.
- 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.

- 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.

FEATURES

- 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.

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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!

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MANAGEMENT SCIENCE MODELING, INTERNATIONAL EDITION (WITH DECISION SCIENCES & OPERATIONS MANAGEMENT COURSEMATE PRINTED ACCESS CARD), 4E

S. Christian Albright, Indiana University, School of Business; Wayne L. Winston, Indiana University

This text takes an active-learning approach, providing numerous examples and problems so students can practice extensively with a concept before moving on. Four types of problems—skill-building, skill-extending, modeling, and cases—are graded within sections and chapters to help instructors assign homework. Another important feature is the way that the text integrates modeling into all functional areas of business: finance, marketing, operations management using real examples and real data. The text emphasizes modeling over algebraic formulations and memorization of particular models. Shell files are also provided so that instructors can give students as much or as little information as they need. This edition has been revised to be compatible with Excel 2010 and the corresponding add-ins for Excel 2010.

NEW TO THIS EDITION

- Given its Excel-based approach and application-oriented material, Excel 2010 updates are key to this edition. All Excel applications, problems, and screen shots are updated to reflect Excel 2010.
- The biggest change in Excel 2010 that affects this edition most is the new Solver add-in. 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. These revisions should make the introduction to optimization easier for instructors to teach and for students to follow.
- 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. The authors have updated and refined examples, cases, and problems. This edition also offers pedagogical tools to help students and instructors. More and better exercises have been added to help students grasp concepts.

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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**IE**

MANAGERIAL DECISION MODELING, INTERNATIONAL EDITION (WITH PRINTED ACCESS CARD), 6E

Cliff Ragsdale, Virginia Polytechnic Institute and State University

Cliff Ragsdale is an innovator of the spreadsheet teaching revolution and is highly regarded in the field of management science. The sixth edition of MANAGERIAL DECISION MODELING, 6e, International Edition retains the elements and philosophy that has made its past editions so successful. 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. 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.

NEW TO THIS EDITION

- This version of SPREADSHEET MODELING AND DECISION ANALYSIS has been updated for use with Microsoft® Office Excel® 2010.
- 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.

FEATURES

- Updated content reflects Microsoft® Office Excel® 2010 coverage, providing your students with the most current information for dealing with key management science decision making.
- 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.
- 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.

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. Queuing Theory.
14. Decision Analysis.
15. Project Management (online).

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**New Edition!****IE**

VBA FOR MODELERS, 4E

Developing Decision Support Systems (with Microsoft® Office Excel® Printed Access Card), International Edition

S. Christian Albright, Indiana University, School of Business

Chris Albright's VBA FOR MODELERS, 4E, International Edition is an essential tool for helping students learn to use Visual Basic for Applications (VBA) as a means to automate common spreadsheet tasks, as well as to create sophisticated management science applications. VBA is the programming

language for Microsoft® Office. VBA FOR MODELERS, 4E, International Edition contains two parts. The first part teaches students the essentials of VBA for Excel. The second part illustrates how a number of management science models can be automated with VBA. From a user's standpoint, these applications hide the details of the management science techniques and instead present a simple user interface for inputs and results.

NEW TO THIS EDITION

- NEW! This edition incorporates code changes that reflect changes from Excel® 2007 to Excel® 2010.
- NEW! This edition incorporates code changes that reflect changes from Excel® 2007 to Excel® 2010.

FEATURES

- VBA FOR MODELERS, 4E, International Edition lets students begin with simple macros for automating common spreadsheet tasks and then progress to complete decision support systems.
- VBA FOR MODELERS, 4E, International Edition effectively illustrates the power of VBA when coupled with management science models.

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 and Tables. 16. Working with Ribbons, Menus, and Toolbars. 17. Automating Solver and Other Applications. 18. User-Defined Types, Enumerations, Collections and Classes
 Part II: VBA MANAGEMENT SCIENCE APPLICATIONS. 19. Basic Ideas for Application Development with VBA. 20. A Blending Application. 21. A Product Mix Application. 22. A Worker Scheduling Application. 23. A Production Planning Application. 24. A Transportation Application. 25. A Stock Trading Simulation Application. 26. A Capital Budgeting Application. 27. A Regression Application. 28. An Exponential Utility Application. 29. A Queuing Simulation Application. 30. An Option Pricing Application. 31. An Application for Finding Betas of Stocks. 32. A Portfolio Optimization Application. 33. A Data Envelopment Analysis Application. 34. An AHP Application for Choosing a Job.

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OPERATIONS MANAGEMENT

New Edition!



OM (WITH REVIEW CARDS AND DECISION SCIENCES & OPERATIONS MANAGEMENT COURSEMATE WITH EBOOK PRINTED ACCESS CARD), 3E

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.

NEW TO THIS EDITION

- 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.

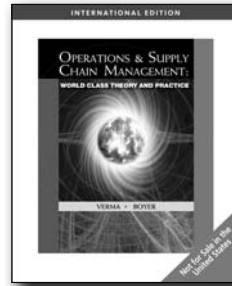
FEATURES

- 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 by offering a quick outline of chapter content, a list of corresponding PowerPoint and video resources, additional examples, and suggested assignments and discussion questions.
- The Instructor's Edition and Student edition feature detachable Formula Cards listing all key formulas from the text and the chapters in which they appear, making reference and review easier for instructors and students alike.
- 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.
- All of the content and resources you expect with a supplements package that is second to none including PowerPoints, computerized Test Bank, and Instructor's Manual.

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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IE

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

World Class Theory and Practice, International Edition (with Printed Access Card)

Rohit Verma, Cornell University; Ken Boyer, Ohio State 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

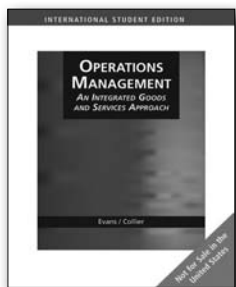
- Three unifying themes throughout the book: Strategy, Global Supply Chain, and Service Operations.
- Every chapter will include at least one example from a non-U.S. company or organization.
- Integrated, on-demand, user friendly CMS, web, and grading system materials.

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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IE

OPERATIONS MANAGEMENT, 2E

Integrated Goods & Services Approach, International Edition
(with Student CD-ROM and Microsoft® Project)

James R. Evans; David Alan Collier

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.

NEW TO THIS EDITION

- 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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PROCESS MANAGEMENT



IE

PROCESS MANAGEMENT

Creating Value in the Supply Chain, International Edition (with CD-ROM)

Joel D. Wisner, University of Nevada, Las Vegas; Linda L. Stanley, Arizona State University West

Now you can offer your students the coverage of three books in one as PROCESS MANAGEMENT: CREATING VALUE ALONG THE SUPPLY CHAIN balances coverage of Process Management, Operations Management (OM), and Supply Chain Management (SCM). The book presents a unique focus on the eight key supply chain processes, with chapters devoted to each of these well-known concepts to form the

strong foundation and solid understanding your students need today. The book combines coverage of both strategic and operational issues with an emphasis on the tools and techniques most important to your students for process design and management. Contemporary topical coverage addresses supply chain and e-business applications with appropriate coverage of both manufacturing and service theory and applications. A balanced, thorough coverage of essential topics highlights inventory, JIT, quality, customer and information flow management, and service operations while a unique focus on a value-adding approach throughout the supply chain links the processes of suppliers, the focal company, and its customers. Also included are 21 teaching cases appearing in the textbook's five sections, appropriate for both undergraduate and graduate classes. This mix of process and service applications and management theory offers you much more than any other text of its kind for a process-oriented approach that truly meets the needs of future or practicing professionals. The student CD is bound into the book and contains all of the cases and chapter 16.

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.

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!

IE

EFFECTIVE PROJECT MANAGEMENT, INTERNATIONAL EDITION (WITH MICROSOFT® PROJECT 2010), 5E

James P. Clements, West Virginia University; Jack Gido, Pennsylvania State University

This best-selling text details how to organize as well as how to manage effective project teams, from planning and scheduling to cost management. Revised chapters now closely align with the PMBOK (Project Management Body of Knowledge) framework and approach to ensure your students are learning today's best practices. Coverage of the latest business developments and challenges acquaint students with issues such as project constraints, stakeholder issues, the project charter, how projects relate to an organization's strategic plan, and more. Your students learn the keys to effective communication both within and outside of a team. A wealth of new and revised intriguing cases inspire discussion and debate, while new real world vignettes give students first-hand insights into how to apply project management in the workplace. Other learning features and a variety of end-of-chapter practice and Internet exercises reinforce concepts critical to project management success.

NEW TO THIS EDITION

- **RESTRUCTURED CHAPTERS NOW ALIGN WITH THE PMBOK APPROACH.** To ensure the concepts your students are learning reflect today's best practices within project management, all chapters within this edition are rearranged and restructured to align with the PMBOK (Project Management Body of Knowledge) framework and approach.

- **NEW CONTENT PREPARES YOUR STUDENTS FOR SUCCESS IN DEALING WITH TODAY'S LATEST CHALLENGES AND OPPORTUNITIES.** 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. Students also examine new material on project scope, success criteria, quality, estimating activity resources, creating milestone schedules, project staffing requirements, and negotiating skills.
- **ALL-NEW REAL WORLD VIGNETTES DEMONSTRATE PROJECT MANAGEMENT AT WORK IN TODAY'S BUSINESS WORLD.** Give your students an opportunity to see how successful project managers actually apply concepts in today's actual workplace with these engaging new vignettes.
- **UPDATED AND NEW CASE STUDIES ELICIT LIVELY AND INTERESTING DEBATE.** Fun and engaging cases throughout this edition place project management skills into practical context and prompt meaningful analysis and discussion among your students.
- **TRIAL VERSION OF MICROSOFT® PROJECT 2010 WITH EACH TEXT PROVIDES PRACTICE WITH TODAY'S LEADING PROJECT MANAGEMENT SOFTWARE.** Prepare your students to work with the most up to date project management software available. 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. You and your students find video tutorials for Microsoft® Project 2010, a complete Cengage Learning e-Book, links to useful industry websites, online exercises, key terms, crossword puzzles, and interactive flashcards and interactive quizzing to guide and encourage study. An Engagement Tracker allows you to monitor student usage of the tool and study outcomes.

FEATURES

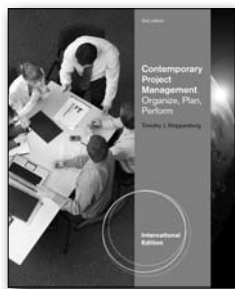
- **COMPREHENSIVE CONTENT ADDRESSES EVERYTHING STUDENTS NEED TO KNOW TO WORK SUCCESSFULLY IN TODAY'S PROJECT ENVIRONMENT.** Students learn the critical skills and knowledge they need to organize and manage effective project teams. This edition also emphasizes communication with a focus on how to document and communicate project developments, both within and outside of the team. In-depth coverage also delves into the details of planning, scheduling and cost management.
- **"LEARNING OUTCOMES" AND "CRITICAL SUCCESS FACTOR" BOXES HIGHLIGHT THE KEY POINTS OF EACH CHAPTER.** This edition helps your students focus their attention and learning efforts on each chapter's most important points as "Learning Outcomes" and "Critical Success Factors" provide brief overviews and reinforce the chapter's main ideas.

CONTENTS

1. Project Management Concepts. Part I: INITATING 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. Case Studies.

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New Edition!

IE

CONTEMPORARY PROJECT MANAGEMENT, 2E

Organize, Plan, Perform, International Edition (with Microsoft® Project 14 CD-ROM and Printed Access Card)

Timothy 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, International Edition. 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. Students first practice manual techniques to ensure that they fully grasp the principles behind the methods before learning to use Microsoft® Project 2010, which is fully integrated into nine chapters of this edition, to complete tasks. Throughout the text, students have opportunities to build strong portfolios to showcase their skills in future interviews as they create specific deliverables for real-world projects, working by themselves or as part of a group. To ensure that students understand the established standards in project management today and to prepare them to become Certified Project Management Professionals (PMP®) if they choose, all content in this edition is consistent with the knowledge areas and processes of the latest fourth edition of the PMBOK® Guide. A list at the beginning of each chapter

highlights the PMBOK® topics covered for quick reference. All glossary definitions are also consistent with the PMBOK® Guide.

NEW TO THIS EDITION

- **NEW COVERAGE REFLECTS THE MOST RECENT PROJECT MANAGEMENT BODY OF KNOWLEDGE (PMBOK®) COVERAGE.** 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. A separate PMBOK® appendix outlines specific pages that cover each topic.
- **NEW COVERAGE OF MICROSOFT® PROJECT 2010 PREPARES STUDENTS TO WORK WITH THE MOST RECENT TOOLS.** New discussion of Microsoft® Project 2010 that is fully integrated into nine chapters demonstrates how to automate the techniques addressed in each chapter. Students become familiar with new 2010 features, such as ribbon, timeline, and team planner. The author presents all concepts using a step-by-step manner that's consistent with PMBOK® work processes.
- **NEW INTEGRATED PROJECT GIVES READERS VALUABLE PRACTICE APPLYING PROJECT MANAGEMENT TECHNIQUES.** 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. Students also practice many Microsoft® Project 2010 features, including the work breakdown structure (WBS), Gantt charts, and resource views. Step-by-step coverage features numerous screenshots and Microsoft®-approved descriptions.
- **NUMEROUS NEW EXAMPLES THROUGHOUT THIS EDITION REFLECT THE LATEST BUSINESS DEVELOPMENTS.** Readers find concepts brought to life with many examples throughout this edition. Each chapter opens and closes with an intriguing example. Examples address many new industries, exposing readers to a variety of business experiences. All examples in the chapters and end-of-chapter exercises have been updated to reflect the latest developments.
- **NEW, EXPANDED COVERAGE OF THE PROJECT LIFE CYCLE BETTER PREPARES STUDENTS TO SUCCESSFULLY MANAGE ALL PHASES OF A PROJECT.** Students now learn about selecting a project at the front end of the life cycle. This edition also discusses realizing benefits at the back end of the life cycle. Updated coverage reflects the latest in the research and development (R&D) life cycle model. An agile life cycle model has been added.
- **NEW EMPHASIS ON HUMAN STRENGTHS GIVES STUDENTS A BETTER UNDERSTANDING OF HOW TO MAXIMIZE INDIVIDUALS' UNIQUE ABILITIES.** With this edition's new discussion of human strengths, students learn how to use positive psychology to understand the unique abilities of individuals. A new appendix describes each strength theme

in the project context to better prepare students to lead and manage project teams effectively.

FEATURES

- **STUDENT-ORIENTED, MEASURABLE LEARNING OBJECTIVES GUIDE LEARNING.** Each chapter begins with a list of the most important points for the readers in the chapter. All chapter materials correlate directly to a specific objective. In addition, all knowledge areas and processes of the PMBOK® Guide are clearly identified at the beginning of each chapter and all of the book's glossary definitions correspond with the PMBOK® Guide. This consistency with the established standard gives students an advantage in becoming a Certified Project Management Professional (PMP®).
- **APPROACH FULLY INTEGRATED WITH MICROSOFT® PROJECT 2010 EQUIPS STUDENTS TO MANAGE MANUALLY OR USING AUTOMATION.** Solid project management techniques are demonstrated manually and then are demonstrated using Microsoft® Project 2010. This ensures that students fully understanding the concepts behind the techniques. Each process is presented step-by-step with numerous screen captures that use contrasting color to highlight critical path activities.
- **ACTUAL PROJECTS SERVE AS USEFUL LEARNING VEHICLES.** One section at the end of each chapter lists deliverables for students to create (in teams or by themselves) as they complete a real-world project. Students can keep clean copies of all deliverables so that they are able to demonstrate their project skills in job interviews.
- **STUDENTS GAIN A SOLID UNDERSTANDING OF EXECUTIVE, MANAGERIAL, AND ASSOCIATE ROLES IN MANAGEMENT AND BUSINESS.** This book clearly addresses the responsibilities of many individuals who can impact projects. Aspiring project managers gain a strong understanding of not only their own role, but also the roles of those with whom they must interact to successfully complete projects.

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. PMBOK® Appendixes. PMBOK® Glossary.

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QUALITY MANAGEMENT



IE

THE MANAGEMENT AND CONTROL OF QUALITY, INTERNATIONAL EDITION (WITH STUDENT WEB), 8E

James R. Evans, University of Cincinnati; William M. Lindsay

The new edition of this definitive market leader and authoritative educational reference continues to provide unmatched coverage and insightful comparisons that guide your students through the intricacies of quality management today. Built upon the strength and proven experience of well-known authors and examiners for the Malcolm Baldrige Award, this text presents the fundamental principles and historical foundations of total quality with an emphasis on high-performance management practices, such as those reflected in the Baldrige Criteria. No other book offers coverage of ISO 9000 certification standards, Six Sigma, and the U.S. Malcolm Baldrige National Quality Award standards students find here.

A wealth of first-hand, current examples from leading organizations throughout the world emphasize the practical aspects of the book's managerial focus as well as the technical topics that students are learning. Coverage of most of the Body of Knowledge required for ASQ certification helps you effectively prepare students to become Certified Quality Managers.

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.
- 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.

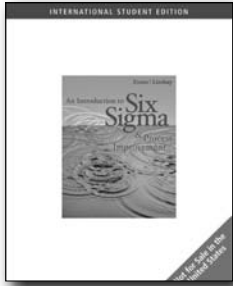
FEATURES

- Contrasts and comparisons of Baldrige, ISO 9000, and Six Sigma in the managerial chapters of the book.
- Student-friendly layout highlighting important concepts.
- Text coverage of most of the body of knowledge (BOK) required for ASQ certification

CONTENTS

Preface. Part I THE QUALITY SYSTEM. 1 Introduction to Quality. 2 Total Quality in Organizations. 3 Philosophies and Frameworks. Part II THE MANAGEMENT SYSTEM. 4. Leadership and Strategic Planning. 5. Focusing On Customers. 6 High-Performance Workforce Management. 7 Process Management. 8 Performance Measurement and Information Management. 9. 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. Appendix A-1.

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**IE**

AN INTRODUCTION TO SIX SIGMA, INTERNATIONAL EDITION (WITH CD-ROM AND INFOTRAC)

James R. Evans; William M. Lindsay

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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**IE**

QUALITY MANAGEMENT, ORGANIZATION, AND STRATEGY, INTERNATIONAL EDITION, 6E

James R. Evans, University of Cincinnati

Packed with relevant, real-world illustrations and cases, **QUALITY MANAGEMENT, ORGANIZATION, and STRATEGY, 6e, International Edition** presents the basic principles and tools associated with quality and performance excellence through cutting-edge coverage that includes the latest thinking and practices from the field. This proven text has three primary objectives: familiarize students with the basic principles and methods, show how these principles and methods have been put into effect in a variety of organizations, and illustrate the relationship between basic principles and the popular theories and models studied in management courses. Extremely flexible and student friendly, the text is organized according to traditional management topics, helping students quickly see the connections between quality principles and management theories. Excellent case studies give students practical experience working with real-world issues. Many cases focus on large and small companies in manufacturing and service industries in North and South America, Europe, and Asia-Pacific.

NEW TO THIS EDITION

- Thoroughly revised and updated, **QUALITY MANAGEMENT, ORGANIZATION, and STRATEGY, 6e, International Edition** maintains its signature student-friendly style as it delivers cutting-edge coverage of key issues, contemporary thinking, and recent evolutionary changes in the quality profession.
- 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 have been added throughout, illustrating key ideas and themes as well as providing hands-on opportunities to help you sharpen critical-thinking skills.
- Chapter 9 now takes a broader perspective of employee engagement than in previous editions.

FEATURES

- Considerable flexibility is built into QUALITY MANAGEMENT, ORGANIZATION, and STRATEGY, 6e, International Edition to meet the unique needs of individual instructors — and their students. After chapters 1 and 2, all other chapters can be sequenced in almost any order.
- Unlike most books on quality, QUALITY MANAGEMENT, ORGANIZATION, and STRATEGY, 6e, International Edition 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.
- Many quality principles are based on management theories that are familiar to teachers and students. The organization of this book enables students to appreciate the ways in which quality and performance excellence differs from those theories.
- 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

Preface. 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. Index.

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QUANTITATIVE METHODS

New Edition!



IE

QUANTITATIVE METHODS FOR BUSINESS, INTERNATIONAL EDITION (WITH PRINTED ACCESS CARD), 12E

David R. Anderson, University of Cincinnati; Dennis J. Sweeney, University of Cincinnati; Thomas A. Williams, Rochester Institute of Technology; Jeffrey D. Camm, University of Cincinnati

QUANTITATIVE METHODS FOR BUSINESS, 12E, International Edition by award-winning authors Anderson/Sweeney/Williams/Camm/Martin 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

- New Chapter 12: Advanced Optimization Applications – A new chapter on optimization applications has been added. Applications include portfolio selection, a nonlinear extension of the RMC problem, and selecting stocks to go into an index mutual fund. This chapter introduces the idea of a nonlinear optimization model, but strictly from an applications standpoint. The Management Scientist cannot be used for nonlinear problems, and LINGO or Premium Solver are required.
- New Documented Solutions – The Management Scientist will not be used in future editions of this book. We encourage adopters of this edition to use either LINGO or Premium Solver when solving optimization problems. To make it easy for new users of LINGO or Excel Premium Solver, we provide both LINGO and Excel files with the model formulation for every optimization problem that appears in the body of the text in Chapters 7 through 12. The model files are well documented and should make it easy for the user to understand the model formulation.
- New Appendix A: Building Spreadsheet Models – This is not a

book on spreadsheet modeling. However, spreadsheets are a very valuable modeling tool. This Appendix will prove useful to professors and students wishing to solve optimization models with Premium Solver. The appendix also contains a section on the principles of good spreadsheet modeling and a section on auditing tips. Exercises are also provided.

- Updated Chapter 10: Distribution and Network Models – This replaces the old Chapter 10, “Transportation, Assignment, and Transshipment Problems” from the tenth edition. We have added sections on the shortest route problem and the maximal flow problem. However, in keeping with the theme of the book, we do not burden the student with any algorithms. All of the models in the chapter are presented under the unifying theme of linear programming.
- New Q.M. in Action, Cases, and Problems – Q.M. in Action is the name of the short summaries that describe how the quantitative methods being covered in the chapter have been used in practice. In this edition you will find numerous Q.M. in Action vignettes, cases, and homework problems.

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 in Marketing, Finance, and Operations Management. 10. Distribution and Network Models. 11. Integer Linear Programming. 12. Advanced Optimization Applications 13. Project Scheduling: PERT/CPM. 14. Inventory Models. 15. Waiting Line Models. 16. Simulation. 17. Markov Processes. Appendixes A-G. Index.

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QUANTITATIVE TECHNIQUES, 6E

T. Lucey

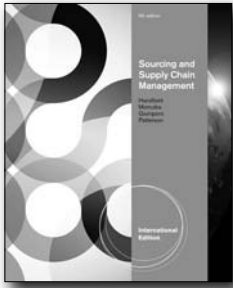
This text is especially relevant to students studying quantitative techniques as part of business, management and/or finance on undergraduate and professional courses, especially: ACCA; CIMA; CIPFA; ICA, IOB, ICAEW. This introductory interdisciplinary textbook covers all the major topics involved at 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.
- A separate Instructor's Manual for adopters is available, containing answers to the examination questions and OHP masters of key diagrams in the book.

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SUPPLY CHAIN MANAGEMENT



New Edition!

IE

SOURCING AND SUPPLY CHAIN MANAGEMENT, INTERNATIONAL EDITION, 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. This leading author team draws from firsthand experience and their relationships with executives and practitioners worldwide to present unique, up-to-date insights that enable students to better understand today's purchasing process. This edition's numerous cases and memorable examples help students gain contextual insights and knowledge into the strategies, processes, and practices of purchasing. As future managers, students become better equipped with a thorough understanding of the impact that purchasing and supply chain management have on the competitive success and profitability of today's organizations.

NEW TO THIS EDITION

- **NEW AND UPDATED VIGNETTES AND EXAMPLES REFLECT THE LATEST DEVELOPMENTS FROM TOP PURCHASING EXECUTIVES WORLDWIDE.** The authors have tapped into their industry connections worldwide to present insights and memorable examples from leading purchasing executives and the latest research initiatives. Students gain a better understanding of the most recent critical developments in the

field as well as the impact of the recent recession and ongoing business uncertainty on today's supply chain.

- **NUMEROUS NEW "GOOD PRACTICE" EXAMPLES ILLUSTRATE STELLAR CASES OF THE CHAPTERS' TOPICS IN ACTION.** Intriguing "Good Practice" examples at the conclusion of each chapter integrate the chapter's topics while exemplifying some of the latest developments in purchasing and supply chain management today.
- **UPDATED DISCUSSION QUESTIONS AND ADDITIONAL READINGS PROVIDE INSIGHTS INTO PURCHASING TODAY.** Students gain a better understanding of the strategies, processes, and practices of purchasing as this edition's new discussion questions prompt engaging class interaction. Additional recommended readings further equip future managers with a better understanding of how purchasing and supply chain management directly impact an organization's profitability.
- **UPDATED CENTER-LED ORGANIZATION DISCUSSIONS GIVE STUDENTS A BETTER UNDERSTANDING OF THIS NEW, EFFECTIVE MODEL OF PROCUREMENT.** Students gain a better understanding of the advantages, challenges, and flexibility that today's center-led organizational model can provide.
- **THE LATEST RESEARCH REFLECTS TODAY'S NEW DEVELOPMENTS IN SUPPLY CHAIN MANAGEMENT AND PURCHASING.** Students gain a better understanding of the latest changes, such as the procure-to-pay (P2P) process covered in Chapter 2.
- **NEW EXAMPLES REFLECT TODAY'S EMERGING INDUSTRIES.** This edition provides new supply management case examples and snapshots from the growing healthcare and service industries.
- **UPDATES DETAIL THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN PROCUREMENT TODAY.** New coverage in Chapter 3 addresses sustainability as an important component of purchasing policy and procedures. This edition also lists the best companies for social responsibility and diversity in procurement.
- **UPDATED COVERAGE OF STRATEGIC CATEGORY MANAGEMENT DISCUSSES THE LATEST DEVELOPMENTS AND STRATEGIES.** New discussion in Chapter 6 explores how the economic recession is impacting category management strategies. A new section discusses how to perform market intelligence and risk assessments for category management. This edition also examines tools for stakeholder engagement, a critical component of category management.
- **NEW COVERAGE DISCUSSES INSOURCING VERSUS OUTSOURCING AS A COMPONENT OF STRATEGY.** 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.
- **NEW COVERAGE PREPARES STUDENTS TO WORK EFFECTIVELY WITH SUPPLIERS.** 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).

CONTENTS

Preface Part I: INTRODUCTION. 1. Introduction to Purchasing and Supply Chain Management. Part II: PURCHASING OPERATIONS AND STRUCTURE. 2. The Purchasing and Supply Process. 3. Purchasing Policy and Procedures. 4. Supply Management Integration for Competitive Advantage. 5. Purchasing and Supply Chain Organization. Part III: STRATEGIC SOURCING. 6. Supply Management and Commodity Strategy Development. 7. Supplier Evaluation and Selection. 8. Purchasing Analysis: Tools and Techniques. 9. Supplier Quality Management. 10. Supplier Management and Development: Creating a World-Class Supply Base. 11. Worldwide Sourcing. Part IV: STRATEGIC SOURCING PROCESS. 12. Strategic Cost Management. 13. Negotiation. 14. Contract Management. 15. Purchasing Law and Ethics. Part V: CRITICAL SUPPLY CHAIN ELEMENTS. 16. Lean Supply Chain Management: Concepts and Applications. 17. Purchasing Services. 18. Supply Chain Information Systems and Electronic commerce. 19. Performance Measurement and Evaluation. Part VI: FUTURE DIRECTIONS. 20. Emerging Purchasing and Supply Chain Strategy Strategies. Cases. Index.

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New Edition!

IE

SUPPLY CHAIN MANAGEMENT, 3E

A Balanced Approach, International Edition (with Printed Access Card)

Joel D. Wisner; Keah-Choon Tan; G. Keong Leong

Now you can introduce purchasing, operations, and logistics with a strong supply chain management focus found in the latest edition of Wisner/Tan/Leong's SUPPLY CHAIN MANAGEMENT, 3e, International Edition. This unique new third edition presents extensive content you won't find covered in other books. The authors' expansive approach helps you guide students through the management stages of each supply chain activity while addressing real-world concerns related to the global supply chain.

With this edition, you can follow 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. Prepare students to address the most current trends in supply chain management today with this edition's updated content.
- NEW INFORMATION ON INTERNATIONAL PURCHASING/PROCUREMENT AND ETHICAL AND SUSTAINABLE SOURCING PREPARES STUDENTS FOR BUSINESS TODAY. Updated sections on international purchasing and procurement for government and nonprofit agencies (Chapter 2) equip students with critical knowledge and skills. A new chapter on ethical and sustainable sourcing (Chapter 4) familiarizes students with some of the most pressing challenges in today's workplace.
- NEW FORECASTING EXAMPLES, COVERAGE OF LEAN

PRODUCTION AND EXAMPLES OF SIX SIGMA DIRECT STUDENTS IN APPLYING WHAT THEY'VE LEARNED. New, easier-to-apply forecasting examples in Part 3 emphasize how to effectively use Excel®, while new sections highlight the environmental impacts of lean production and offer new examples of Six Sigma programs. Updated examples on inventory investment and turnover ratios (Chapter 7) keep students aware of the latest developments.

- **NEW EXAMPLES OF EMERGING TOPICS IN BUSINESS ADDRESS SOCIAL MEDIA, CLOUD COMPUTING, AND RECENT EXAMPLES IN MANAGING SERVICE SUPPLY CHAINS.** Now you can prepare students to better understand sustainability in logistics and the impact of social media and cloud computing in customer relationship management with new sections in Part 4. Numerous new examples highlight how to effectively manage service supply chains.
- **NEW GLOBAL ISSUES EQUIP STUDENTS TO SECURE A GLOBAL COMPETITIVE ADVANTAGE.** You and your students can closely examine new issues associated with global process integration and risk and security in Part 5. New coverage reviews the expanding role of supply chain management in sustaining global competitive advantage.

FEATURES

- **UNIQUE CONTENT PROVIDES IMPORTANT COVERAGE AVAILABLE ONLY IN THIS TEXT.** 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. This edition demonstrates how all aspects of supply chain activity are accomplished effectively and efficiently.
- **BALANCED PRESENTATION OF SUPPLY CHAIN MANAGEMENT FOLLOWS NATURAL FLOW.** 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, as it follows a natural flow through the supply chain, further encouraging student comprehension.
- **EXCEPTIONAL CASES AND SOLID ORGANIZATION EMPHASIZE PRACTICE APPLICATION IN TODAY'S WORKPLACE.** Well-organized chapters throughout this edition highlight excellent case studies that clearly demonstrate the practical applications of supply chain management in today's workplace. Intriguing profiles throughout the text reinforce the cases and further ensure student learning. Numerous new cases in this edition expand on the book's previous 22 cases.
- **REVISED, UPDATED LEARNING FEATURES ENSURE TODAY'S MOST CURRENT ISSUES ARE ADDRESSED IN DETAIL.** 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. Captivating company examples throughout the edition ensure that current supply issues are covered in depth.

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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. Appendix 1. Appendix 2. Appendix 3. Glossary. Author Index. Subject Index.

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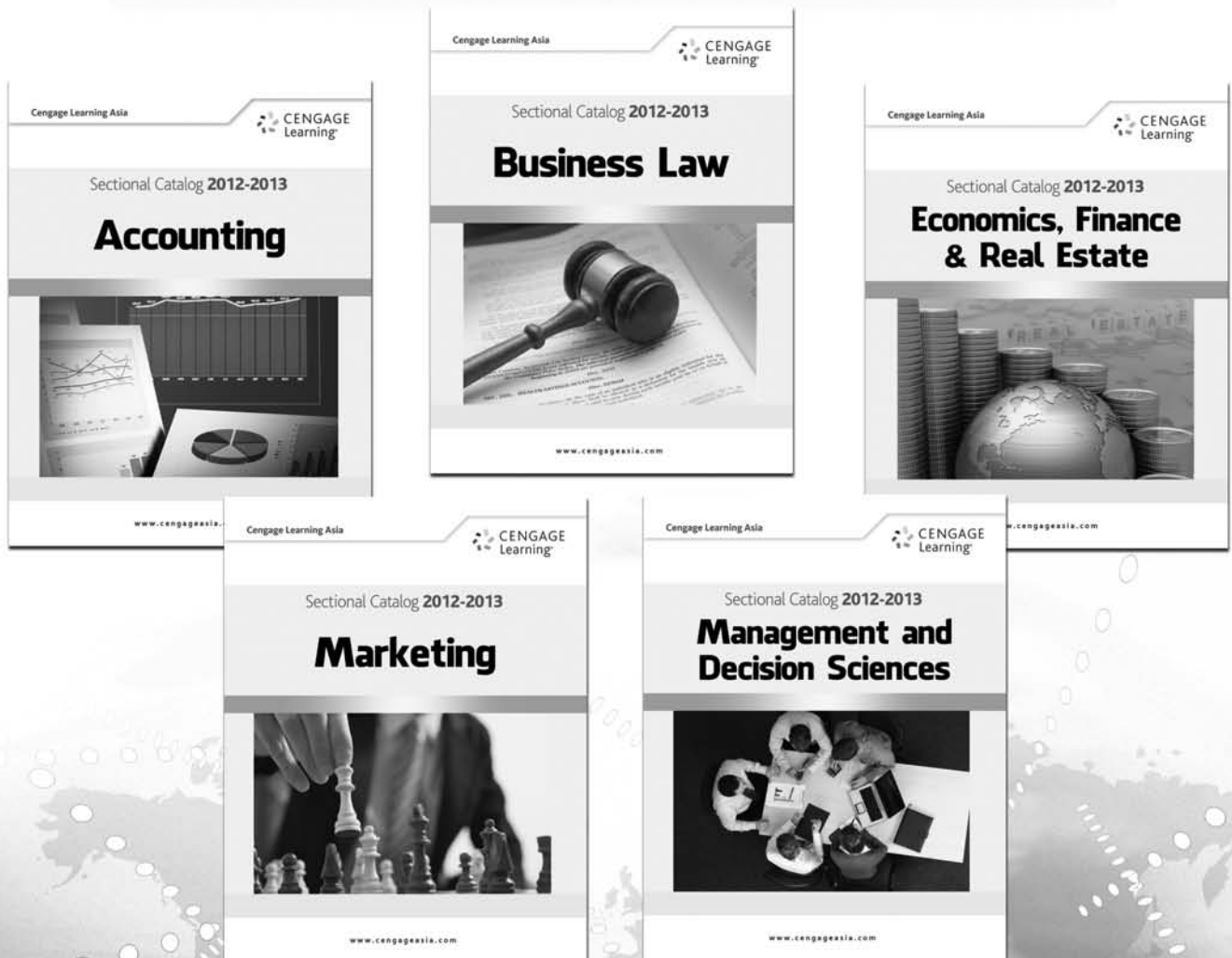
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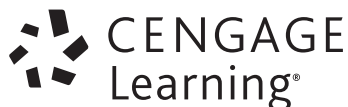
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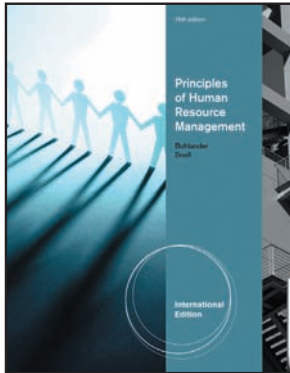
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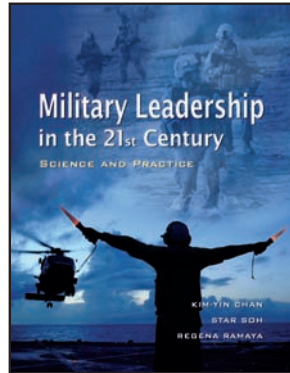
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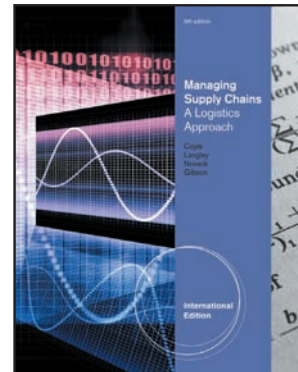
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