



CENGAGE LEARNING ASIA Sectional Catalog 2010 - 2011

Accounting

Business Law

Decision Sciences

Economics

Finance and Real Estate

Management

Marketing



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Accounting
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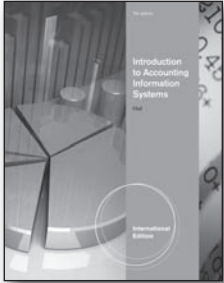
CENGAGE LEARNING ASIA

Sectional Catalog

2010 - 2011

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Accounting
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ACCOUNTING INFORMATION SYSTEMS


IE

ACCOUNTING INFORMATION SYSTEMS, 7E

James Hall, *Lehigh University*

The seventh edition of ACCOUNTING INFORMATION SYSTEMS provides thorough and up-to-date coverage of accounting information systems and related technologies. It features an early presentation of transaction cycles, as well as an emphasis on ethics, fraud, and the modern manufacturing environment. The book focuses on the needs and responsibilities of accountants as end users of systems, systems designers, and auditors. This edition provides complete integrated coverage of Sarbanes-Oxley as it affects internal controls and other relevant topics affected by this legislation, as well as reorganized discussion of transaction cycles that make the balance between manual- and computer-based systems more apparent.

NEW TO THIS EDITION:

- **COVERAGE ON DATA CODING** was moved from Chapter 8 to Chapter 2 Introduction to Transaction Processing because of its relevance as an element of transaction processing. This discussion has also been updated to include a discussion of data coding schemes and their role in transaction processing and AIS as a means of coordinating and managing a firm's transactions.
- **EXPANDED FRAUD COVERAGE:** Chapter 3 Ethics, Fraud, and Internal Controls has been revised to include the most recent research results published by the Association of Certified Fraud Examiners (ACFE). The discussion of common fraud schemes has also been expanded.
- **INTERNAL CONTROL CASES** have been revised and new cases have been added in chapters 4, 5, and 6. Based on research on how these cases would be most effectively used in the classroom, all case solution flowcharts are numerically coded and cross-referenced to text that explains the internal control issues.
- **XBRL COVERAGE:** Now Chapter 8 Financial Reporting and Management Reporting Systems has been revised to include a discussion of the expanding role of XBRL (Extendable Business Reporting Language). The chapter outlines the technological features of XBRL and points to the advantages it offers organizations for which online reporting of financial data has become a competitive necessity.
- **ENHANCED SAP CASE APPROACH:** A SAP internal control case has been added to Chapter 11 Enterprise Resource Planning Systems and is available online to all schools that are members of the SAP University Alliance Program. This case teaches students how to navigate the SAP system and allows them to process revenue, expenditure, and conversion cycle transactions for a hypothetical company that manufactures and sells classic sports car parts and accessories.
- **IT OUTSOURCING** has been added to the 7th edition in Chapter 15 IT Controls Part I: Sarbanes-Oxley and IT Governance. This new coverage examines the motivations and theories underlying outsourcing decisions and speaks

to a number of risk issues that auditors need to understand. The chapter has also been expanded to include a discussion of several computer fraud techniques.

FEATURES:

- **CONCEPTUAL FRAMEWORK:** Hall: Introduction to Accounting Information Systems, 7e, International Edition employs a conceptual framework to emphasize the professional and legal responsibility of accountants, auditors, and management for the design, operation, and control of AIS applications. The conceptual framework presented in this book distinguishes AIS applications that are legally subject to specific internal control standards from those that are not.
- **EVOLUTIONARY APPROACH:** Because there are always multiple accounting systems in circulation at any given time, this text presents the salient aspects of five models that relate to both legacy and state-of-the-art systems to prepare students for what they might encounter in their careers. The five models covered are: 1. manual processes, 2. flat-file systems, 3. the database approach, 4. the resources, events, and agents (REA) model, 5. enterprise resource planning systems.
- **EMPHASIS ON INTERNAL CONTROLS:** The book presents a conceptual model for internal control based on Statement on Auditing Standards (SAS) No. 78 and the Committee of Sponsoring Organizations of the Treadway Commission (COSO) frameworks. This SAS 78/COSO model is used to discuss control issues for both manual processes and computer-based information systems (CBIS). Three chapters (Chapters 15, 16 and 17) are devoted to the control of CBIS.
- **EXPOSURE TO SYSTEMS DESIGN AND DOCUMENTATION TOOLS:** This book examines various approaches and methodologies used in systems analysis and design, including structured design, object-oriented design, computer-aided software engineering (CASE), and prototyping.
- **VARIOUS DOCUMENTATION TECHNIQUES** such as data flow diagrams (DFDs), entity relationship diagrams (ERDs), as well as system and program flowcharts are covered to specify the key features of systems. Multiple systems design and documentation cases and assignments are help students develop the students' competency with these tools.
- The author's **TRANSACTION ANALYSIS APPROACH** to AIS focuses on sources of data, key tasks, accounting records, and internal controls that comprise business cycles.

CONTENTS:

PART I: OVERVIEW OF ACCOUNTING INFORMATION SYSTEMS.

1. The Information System: An Accountant's Perspective.
2. Introduction to Transaction Processing.
3. Ethics, Fraud, and Internal Control.

PART II: TRANSACTION CYCLES AND BUSINESS PROCESSES.

4. The Revenue Cycle.
5. The Expenditure Cycle Part I: Purchases and Cash Disbursements Procedures.
6. The Expenditure Cycle Part II: Payroll Processing and Fixed Asset Procedures.
7. The Conversion Cycle.
8. Financial Reporting, and Management Reporting Systems.

PART III: ADVANCED TECHNOLOGIES IN ACCOUNTING INFORMATION.

9. Database Management Systems.
10. The REA Approach to Business Process Modeling.
11. Enterprise Resource Planning Systems.
12. Electronic Commerce Systems.

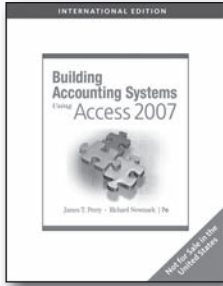
PART IV: SYSTEMS DEVELOPMENT ACTIVITIES.

13. Managing the Systems Development Life Cycle.
14. Construct, Deliver, and Maintain Systems Project.

PART V: COMPUTER CONTROLS AND AUDITING.

15. IT Controls Part I: Sarbanes-Oxley and IT Governance.
16. IT Controls Part II: Security and Access.
17. IT Controls Part III: Systems Development, Program Changes, Application Controls.

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IE

BUILDING ACCOUNTING SYSTEMS USING ACCESS 2007, 7E

James T. Perry, University of San Diego

BUILDING ACCOUNTING SYSTEMS USING ACCESS 2007, International Edition provides a concrete foundation for database theory and shows you how to construct effective accounting systems. Concepts and theories come alive through detailed Access 2007 screenshots and illustrations. Online tutorials provide instant feedback and help you master concepts in a step-by-step manner. This textbook also offers detailed coverage of REA modeling, exploring the relationships among assets, transactions, and agents. Using Microsoft Access 2007, you will develop the knowledge and skills to design accounting systems that deliver timely, accurate, and complete information to decision makers.

FEATURES:

- Thoroughly updated for Microsoft Access 2007.
- Chapter 4, Tables and Queries, was split into two chapters, one for tables and one for queries.
- Chapter 5, Forms and Reports, was split into two chapters, one for forms and one for reports.
- New Chapter 7, Introduction to Data Modeling for Accounting Information Systems, illustrates how to model the activities of a company in a way that can easily be translated into a relational database using Access.
- New Chapter 9, Financing Process, replaces current Production Cycle chapter. This new chapter adds relevance to the accounting system because students have an integrated accounting system that produces financial statements by the end of Chapter 12.
- New Chapter 10, Complete Accounting Information System for Merchandising Company, replaces the previous chapter titled Automating Database Procedures.
- New exercises have been added to Chapter 12. In addition to the existing exercise of creating a subsidiary ledger, students also create a balance sheet and income statement with this new edition.
- More emphasis is given to topics like database design, controls, and how to get the most and best information out of an accounting system.
- Complex topics such as action queries and macros are integrated throughout the chapters instead of appearing only in the last chapter to provide students with a deeper understanding.

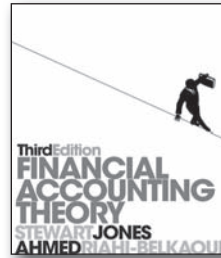
CONTENTS:

1. Introduction to Microsoft Access.
2. Databases and Accounting Systems.
3. Creating, Populating, and Displaying Tables.
4. Creating and Using Queries.
5. Creating and Using Forms.
6. Creating and Using Reports.
7. Introduction to Data Modeling for Accounting Information Systems.
8. Sales/Collection Process.
9. Acquisition/Payment Process.

10. Human Resources Process.
11. Financing Process.
12. Complete Accounting Information System for Merchandising Company.

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ACCOUNTING THEORY



FINANCIAL ACCOUNTING THEORY, 3E

Stewart Jones, University of Sydney

Thoroughly updated to address the issues faced in the current volatile accounting climate both regionally and internationally, this new edition provides students with detailed coverage of contemporary accounting principles, regulations, theory and research practices.

In keeping with the current IASB Framework, the latest edition incorporates new topic coverage on sustainability reporting, fair value reporting and ethics as well as many recent developments in accounting regulation.

Financial Accounting Theory, third edition, provides students with an appreciation of the origin and significance of financial accounting theory, explores application of this theory in the current accounting environment and provides a forum for discussion on the possible future directions financial accounting theory, research and practice might take.

FEATURES:

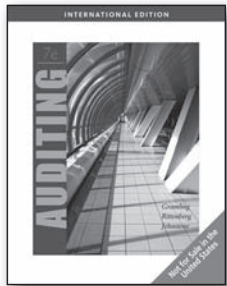
- NEW topics covered include: Intellectual foundations in accounting, IASB standard setting requirements for SME's, recent controversies in fair value reporting, implications of Australia's shift to IFRS
- NEW Chapter 15: Social Accounting and Sustainable Reporting - explores corporate social responsibility and how it is being applied by business, sustainability frameworks, and carbon emissions trading
- NEW Chapter 16: Ethics
- EXPANDED coverage of the Accounting Standards Framework and the future Australia's concept framework project
- Learning objectives open each chapter to give you a clear sense of what is covered in the chapter
- NEW 'What do you know?' boxes integrated into each chapter challenge you to think about the interpretation and evaluation of theories presented as you read
- End-of-chapter Conclusions provide a review of each chapter's important concepts
- End-of-chapter review questions enable you to test your comprehension of key concepts in the chapter

CONTENTS:

1. The history and development of accounting
2. The nature and uses of accounting
3. Traditional approaches to the formulation of an accounting theory
4. The regulatory approach to the formulation of an accounting theory
5. A conceptual framework for financial accounting and reporting
6. The structure of accounting theory
7. Fairness, disclosure and future trends in accounting
8. Research perspectives in accounting
9. Accounting: a multiple paradigm science
10. The events and behavioural approach
11. The predictive and positive approaches
12. Current-value accounting
13. Alternative asset-valuation and income-determination models
14. International accounting and shift to IFRS
15. Social Accounting and sustainable reporting (NEW)
16. Ethics (NEW)

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AUDITING



IE

AUDITING, 7E

Audrey Gramling, Kennesaw State University; Larry E. Rittenberg, University of Wisconsin-Madison; Karla Johnstone, University of Wisconsin-Madison

With the help of new author Audrey Gramling, AUDITING 7e explains the importance of understanding business risk, internal controls, and the professional judgment processes. The latest edition keeps your students in touch with today's rapidly changing environment by describing updates in the regulatory environment, such as Section 404 of the Sarbanes-Oxley Act. The authors have also expanded the coverage on the integrated audit. In addition, students will gain valuable experience by using the professional ACL auditing software, packaged with each new text, as they work with fraud cases.

NEW TO THIS EDITION:

- **DECISION-MAKING FRAMEWORK:** A new decision-making framework, complete with new chapter-opening Professional Judgment in Context feature, requires students to think about a real-life professional decision associated with that chapter. New end-of-chapter decision cases have expanded the use of decision-making and ethical issues in the homework.
- **NEW FIGURE OF AUDIT OPINION FORMULATION PROCESS:** A new chapter-opening Audit Opinion Formulation Process figure helps students identify the major steps in the audit process and see how those steps relate to specific chapters within that process.
- **REAL-LIFE CORPORATE EXPOSURES TO PROVIDE PRACTICAL APPLICATIONS:** New Ford and Toyota end-of-chapter cases use the actual

10-Ks, proxy statements, and 8-Ks from Ford Motor Company and Toyota Motor Corporation. The individual and group exercises use these real-life corporate disclosures to help students extract the practical applications from the chapter concepts.

- **EXPANDED COVERAGE OF INTERNAL CONTROLS AND NEW PROCESS APPROACH:** Internal control is now presented as a process and is explained as a natural extension of the transaction cycle approach of conducting audits.
- **CHAPTER ON COMPLEX AUDITING JUDGEMENTS:** A new chapter on complex auditing judgments features an explanation of auditor decision-making and evidence gathering associated with (1) materiality, (2) error correction, (3) decisions about internal control weaknesses, (4) judgments about the quality of internal audit functions, and (5) audits of fair value estimates.
- **COMPUTERIZED PRACTICE CASE:** The Updated Biltrite Bicycles, Inc. Computerized Practice Case is integrated into the end-of-chapter materials. The cases focus on all five COSO components of internal control over financial reporting and a description of Biltrite's internal audit function.
- **NEW PEDAGOGY:** Focus on Fraud features in the margin cover key issues related to fraud. Practical Point features and the more complex Auditing in Practice features appear within the chapter to keep students engaged. Consider the Risk features and Integrated Audit features focus on some of the most critical components of auditing. Finally, Historical Perspective features describe relevant auditing cases.

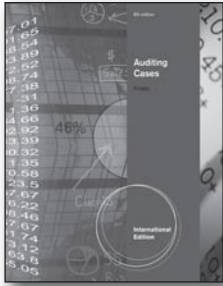
FEATURES:

- **NEWEST VERSION OF ACL WITH UPDATED CASES:** Version 9 of ACL Desktop Education Edition, the most popular generalized audit software, comes with each new copy of the text. The 7th edition integrates ACL software into homework and cases.
- **DISCUSSION OF RISK ANALYSIS AND CONTROL:** Discussion of Risk Analysis and Control is integrated into most chapters emphasizes the importance of understanding the client's business environment and demonstrates how controls can only exist within a risk context.
- **PUBLIC VS. NON-PUBLIC:** Public vs. non-public boxes highlight and clarify the differences between public and non-public firms.
- **ANALYTICAL ANALYSIS FOR POSSIBLE MISSTATEMENTS:** Analytical Analysis for Possible Misstatements sections pinpoint the typical weaknesses in internal controls in designing audit procedures, provide analytical tools to use when checking for problems in account balances, and emphasize financial statement analysis and a broader economic analysis in the audit.

CONTENTS:

1. Auditing: Integral to the Economy.
2. Corporate Governance, Audit Standards.
3. Judgmental and Ethical Decision Making Frameworks and Associated Professional Standards.
4. Audit Risk and a Client's Business Risk.
5. Internal Control over Financial Reporting.
6. Performing an Integrated Audit.
7. Audit Evidence: A Framework.
8. Tools to Gather Audit Evidence.
9. Auditing for Fraud.
10. Auditing Revenue and Related Accounts.
11. Audit of Acquisition Cycle and Inventory.
12. Audit of Cash and Other Liquid Assets.
13. Audit of Long-Lived Assets and Related Expense.
14. Audit of Acquisitions, Related Entity Transactions, Long-Term Liabilities, and Equity.
15. Completing the Audit.
16. Communicating Audit and Attestation Results.
17. Professional Liability.
18. Advanced Topics Concerning Complex Audit Judgments. ACL APPENDIX.ACL Basics, Tutorial and Cases.Case Index.

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IE

CONTEMPORARY AUDITING, 8E

Michael C. Knapp, University of Oklahoma

Knapp's CONTEMPORARY AUDITING: REAL ISSUES AND CASES, Eighth Edition, uses real-world cases to help students recognize the red flags that often accompany problem audits. This new edition offers exciting new cases that cover the massive economic crisis that the U.S. and global economies have recently faced. In addition, new cases have been added to the "International Cases" section, examining auditing challenges in Australia, China, India, Japan, Russia, South Africa, and several others. The eighth edition fully integrates risk assessment standards recently adopted by the auditing community.

NEW TO THIS EDITION:

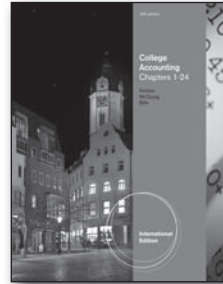
- **New Cases:** This edition features new cases, including coverage of the massive economic crisis that the U.S. and global economies have recently faced. These include cases on AIG, New Century Financial, and Madoff Securities. The addition of multiple new international cases incorporates the eight new auditing standards that were established by the Auditing Standards board and came into effect on December 15, 2007.

FEATURES:

- **Key Auditing Practices & Procedures:** The case format helps students better understand auditing practices by presenting key auditing elements and procedures in real-world contexts. Studying problem audits also provides students with a dose of reality by illustrating the serious consequences that can result from "busted" audits and/or unethical conduct.
- **Well Organized:** Cases are organized into different sections to help instructors organize their course around learning objectives and to readily mix and match cases from semester to semester.
- **Detailed Solutions Manual:** The solutions manual provides a detailed solution for each case. Each case solution includes a case synopsis, list of key facts (that can be used as a teaching template), list of instructional objectives, suggestions for use (tips on how to integrate the given case into a course), and suggested answers to each case question. The instructor's manual also includes a syllabus for a semester-long auditing course based on this text that could be offered either at the graduate or undergraduate level.

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COLLEGE ACCOUNTING



IE

COLLEGE ACCOUNTING, CHAPTERS 1-24, 10E

Tracie L. Nobles, Austin Community College; Douglas J. McQuaig, Wenatchee Valley College, Emeritus; Patricia A. Bille, Highline Community College

The Tenth Edition of College Accounting, International Edition retains the successful characteristics that make it a market leader—accuracy, careful pacing, and repetition of accounting terms, concepts, and procedures—while integrating new small-business and career features that provide students with real-world business experience.

FEATURES:

- **Why It Matters:** These entertaining and informative chapter-opening vignettes briefly introduce concepts in the upcoming chapter through real aspects of small businesses.
- **Simplified Approach:** Where appropriate, concepts are broken down into step-by-step instructions for the student, giving them a guide to follow when learning how to master certain accounting skills. Infographics are provided to help students visualize specific concepts.
- **Accounting in Your Future:** These boxed features introduce students to various careers, some traditional and some unique, that require knowledge of accounting skills and concepts.
- **You Make the Call:** These short exercises put the student in a career position within a small business, providing students with the opportunity to apply their knowledge of individual topics within the chapter.
- **Small Business Success:** Appearing in select chapters, these feature boxes demonstrate how specific accounting concepts are critical to the success of a small business.
- **Practice Exercises:** Brief exercises with solutions are included for applicable learning objectives in the Chapter Review, providing students with a review and study tool as well as a model for solving end-of-chapter exercises.
- **Learning Objectives:** Appearing at the beginning of each chapter, learning objectives help students focus on key learning outcomes. The objectives are then highlighted in the margin alongside the related text discussion. A learning objective number serves as a reference to the objectives in the chapter review, exercises, and problems.
- **Accounting Language:** A list of key accounting terms and concepts to be introduced and discussed in the chapter appears at the beginning of each chapter. The key terms appear in blue type throughout the chapter and are defined in the text and repeated in a glossary at the end of the chapter.
- **Margin Notes:** "Remembers" provide learning hints or summaries, often alerting students to common procedural pitfalls to help them complete their work successfully. "FYIs," similarly, provide practical tips or information about accounting and business.
- **Extended Text Examples:** Conner's Whitewater Adventures is integrated throughout Chapters 1 through 5 to illustrate the completion of the accounting cycle for a sole proprietorship service business using a general journal. Whitewater Raft Supply is featured throughout Chapters 9 through 12.

to illustrate the completion of the accounting cycle for a sole proprietorship merchandising business using special journals. Whitewater Raft Supply is reintroduced at appropriate points in Chapters 13 through 17.

- End-of-Chapter Activities: We have provided a series of brief activities at the end of each chapter to help students keep the business perspective in mind. Consider and Communicate, Critical Thinking, What's Wrong with This Picture?, and A Question of Ethics foster problem-solving and communication skills that students will need in today's business world. With each activity, students have an opportunity to develop their problem-solving skills and employ their knowledge of accounting to complete a task. The activities may be appropriate for individual or team responses-- Discussion of these activities in class, particularly questions involving ethical issues, can be especially useful.
- Before a Test Check: This Chapter Review feature provides questions (true/false, multiple choice, matching, and completion) and brief application problems after every two to four chapters.
- Accounting Cycle Review and Comprehensive Review Problem: These features give students the opportunity to apply accounting procedures to help them understand the process they have just studied in a series of chapters (1-5) and (6-12).

CONTENTS:

I. THE ACCOUNTING CYCLE FOR A SERVICE BUSINESS: ANALYZING BUSINESS TRANSACTIONS.

1. Asset, Liability, Owner's Equity, Revenue, and Expense Accounts.
2. T Accounts, Debits and Credits, Trial Balance, and Financial Statements.
3. The General Journal and the General Ledger.
4. Adjusting Entries and the Work Sheet.
5. Closing Entries and the Post-Closing Trial Balance.

II. ACCOUNTING FOR CASH AND PAYROLL.

6. Bank Accounts and Cash Funds.
7. Employee Earnings and Deductions.
8. Employer Taxes, Payments, and Reports.

III. THE ACCOUNTING CYCLE FOR A MERCHANDISING BUSINESS; USING SPECIAL JOURNALS.

9. Sales and Purchases. Appendix. Sales and Purchases--Perpetual Method.
10. Cash Receipts and Cash Payments. Appendix. The Voucher System of Accounting.
11. Work Sheet and Adjusting Entries.
12. Financial Statements, Closing Entries, and Reversing Entries.

IV. ACCOUNTING FOR PROMISSORY NOTES.

13. Notes Payable.
14. Notes Receivable.

V. ACCOUNTING FOR VALUATION OF RECEIVABLES, INVENTORY, PROPERTY AND EQUIPMENT, AND INTANGIBLE ASSETS.

15. Uncollectible Accounts.
16. Ending Merchandise Inventory. Appendix. Estimating the Value of Inventories.
17. Property and Equipment and Intangible Assets.

VI. ACCOUNTING FOR PARTNERSHIPS AND CORPORATIONS.

18. Partnerships.
19. Corporate Organization and Capital Stock.
20. Corporate Taxes, Retained Earnings, and Dividends.
21. Corporate Bonds.

VII. ACCOUNTING FOR DECISION MAKING AND MANUFACTURING.

22. The Statement of Cash Flows--Indirect Method. Appendix. Statement of Cash Flows--Direct Method.
23. Comparative Financial Statements.
24. Manufacturing Accounting.

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COLLEGE ACCOUNTING, CHAPTERS 1-27, 20E

IE

James A. Heintz, University of Kansas; Robert Parry, Indiana University

Develop the practical accounting skills now to secure a successful future with this popular college accounting text choice. This edition introduces accounting concepts using a proven step-by-step approach and inviting narrative style that focuses on the practical skills you'll need as you transition to tomorrow's workplace. The book begins with a basic foundation and simple service company examples before advancing to accounting within the more challenging merchandising and manufacturing environments. Engaging examples and functional learning features within the book's comprehensive approach reinforce the relevance of the skills you're learning and provide a clear, accurate presentation that's understandable even if you have no previous accounting experience or business background. Self-study aids and numerous practice opportunities allow you to check your understanding as you progress. To maximize your study time and help you efficiently complete your homework, the innovative new CengageNOW online learning system provides interactive support and a personalized learning path that assists you in the areas most challenging to you individually.

NEW TO THIS EDITION:

- College Accounting, 20E, International Edition has improved readability: shorter paragraphs, more listings and steps for easier grasping of important concepts.
- New callouts have been added to selected figures to help students focus on specific points presented.
- New design for accounting equations, T accounts, the equity umbrella, and transaction information uses color coding for categories, new accounts, and key transactions.
- All-new chapter openers feature interesting and often unique real businesses students can easily understand and indicate how the content of the chapter is important to the featured business.
- Statements of owner's equity now open with beginning balances for all companies, including those that are newly formed.
- Wherever possible, work sheets are presented in portrait format.
- New U REVU brief exercises for self-study with solutions provided help students check their understanding of key content.
- New Excel templates have been created for selected exercises and problems. These are identified by an Excel icon in the margin next to the assignment.
- NEW CengageNOW for Heintz/Parry's COLLEGE ACCOUNTING, International Edition online teaching and learning system provides the ultimate in flexibility and ease of use with the results you want NOW to ensure your students are building skills for the future.

FEATURES:

- End-of-chapter materials, divided into 2 parts, provide a strong learning framework for study, practice, and exceptional performance on exams. The Self-Study section, which includes the Learning Objectives along with Key Points to Remember, a comprehensive Demonstration Problem with solution, Key Terms with definitions and page references and Self-Study Questions and Exercises with solutions at the end of the chapter, helps students recap and review what they have learned in the chapter. The Applying Your Knowledge section offers Review Questions, two complete sets (A & B) of exercises and problems, and the more-challenging Managing Your Writing, Mastery Problem, and Challenge Problem assignments for homework. Beginning in Ch. 7, each chapter contains a realistic ethics case that asks students to make and support their decision about the dilemma presented. The Study Guide is a good resource if more assignments are needed.
- The authors' narrative approach uses realistic examples that are easy for students to understand. Some of these examples continue over two or more

- chapters to help tie key content together.
- Repetition of key topics provides the repeated exposure that is critical for students to fully understand important concepts and techniques.
- A Broader View boxes provide interesting examples of actual events or situations that demonstrate accounting principles at work in today's business world. Many of the entities featured are ones familiar to students.
- Learning Keys use highlighted boxes throughout each chapter to bring additional emphasis to the chapter's most important points.
- Margin notes add depth to the related content that is covered in the body of the chapter.
- Several chapters contain an appendix at the end. These appendices are completely optional and can be included or excluded based on the needs of each school's curriculum goals. Each appendix includes assignment exercises and problems at the end.
- Revised and verified, the Test Bank categorizes questions by level of difficulty and corresponding learning objectives, as well as AACSB competencies so you can most efficiently assess student progress and test specific skills.

CONTENTS:

PART 1: ACCOUNTING FOR A SERVICE BUSINESS.

- Introduction to Accounting.
 - Analyzing Transactions: The Accounting Equation.
 - The Double-Entry Framework.
 - Journalizing and Posting Transactions.
 - Adjusting Entries and the Work Sheet.
- Appendix: Depreciation Methods.
- Financial Statements and the Closing Process.
- Appendix: Statement of Cash Flows.
- Comprehensive Problem 1: The Accounting Cycle.

PART 2: ACCOUNTING FOR CASH AND PAYROLL.

- Accounting for Cash.
- Appendix: Internal Controls.
- Payroll Accounting: Employee Earnings and Deductions.
 - Payroll Accounting: Employer Taxes and Reports.

PART 3: ACCOUNTING FOR A MERCHANDISING BUSINESS.

- Accounting for Sales and Cash Receipts.
 - Accounting for Purchases and Cash Payments.
- Appendix: The Net-Price Method of Recording Purchases.
- Special Journals.
 - Accounting for Merchandise Inventory.
- Appendix: Perpetual Inventory Method: LIFO and Moving-Average Methods.
- Adjustments and the Work Sheet for a Merchandising Business.
- Appendix: Expense Method of Accounting for Prepaid Expenses.
- Financial Statements and Year-End Accounting for a Merchandising Business

- Comprehensive Problem 2: Accounting Cycle with Subsidiary Ledgers, Part 1.
- Comprehensive Problem 2: Accounting Cycle with Subsidiary Ledgers, Part 2.

PART 4: SPECIALIZED ACCOUNTING PROCEDURES FOR MERCHANDISING BUSINESSES AND PARTNERSHIPS.

- Accounting for Accounts Receivable.
 - Accounting for Notes and Interest.
 - Accounting for Long-Term Assets.
 - Accounting for Partnerships.
- Comprehensive Problem 3: Specialized Accounting Procedures.

PART 5: ACCOUNTING FOR CORPORATIONS AND MANUFACTURING BUSINESSES.

- Corporations: Organization and Capital Stock.
 - Corporations: Taxes, Earnings, Distributions, and the Retained Earnings Statement.
 - Corporations: Bonds.
- Appendix: Effective Interest Method.
- Statements of Cash Flows.
- Appendix: Statement of Cash Flows: The Direct Method.
- Analysis of Financial Statements.
 - Departmental Accounting.
 - Manufacturing Accounting: The Job Order Cost System.
 - Manufacturing Accounting: The Work Sheet and Financial Statements.
- Module: Accounting for a Professional Service Business: The Combination

Journal.

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COMPANY ACCOUNTING



COMPANY ACCOUNTING, 5E

Peter Jubb, Australian National University; Stephen Haswell, Macquarie University; Ian Langfield-Smith, Monash University

Company Accounting provides a thorough introduction to the theory and practice of financial reporting. By tracking the lifecycle of a company, this fifth edition continues to provide students with a logical framework for learning.

Comprehensively revised and updated, Company Accounting, fifth Edition incorporates recent changes to the International Financial Reporting Standards (IFRS) as adopted by the Australian Accounting Standards Board (AASB). With an easily accessible 'how to' approach, supported by in-depth theoretical coverage and evaluations of the reporting requirements, students will find Company Accounting to be an oasis of clarity in the challenging subject area of tertiary Accounting.

FEATURES:

- Expanded coverage of the acquisitions method of consolidations
- Comprehensively revised and updated to incorporate recent changes to Australia's interpretation of International Financial Reporting Standards
- Detailed learning objectives
- End-of-chapter practice questions
- Chapter summaries for quick revision

CONTENTS:

PART 1. OVERVIEW

- General introduction
- Companies and corporate regulation
- Objectives of company reporting, conceptual elements and terminology

PART 2. COMPANY LIFE CYCLE: EARLY STAGES

- Forming a company and issuing shares
- Profits, reserves and distributions to owners
- Reorganisation of share
- Debt securities
- Foreign currency transactions and an introduction to hedging
- Advanced asset and liability issues
- Income tax

PART 3. REPORTING AND DISCLOSURE

- Reports and disclosures I: Overview

12. Reports and disclosures II: The financial statements

PART 4. EXTERNAL ADMINISTRATION

13. Receivership and voluntary administration

14. Liquidations

15. External administration reports and accounts

PART 5. INVESTING IN RELATED ENTITIES: BASIC ISSUES

16. Investment in new assets; introduction to business combinations and associates

17. The corporate group

18. Acquisition method of consolidation - introduction and application at control date

19. The acquisition method of consolidation - application after control date

20. Intercompany transactions

21. Direct minority interest

PART 6. INVESTING IN RELATED ENTITIES: FURTHER ISSUES

22. Changes to parent investment in subsidiaries

23. Indirect interest

24. Translation of foreign currency statements

25. Consolidated cash flow statements

26. Equity accounting expanded and joint ventures

27. Segment reporting

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COMPUTERIZED ACCOUNTING

INTEGRATED ACCOUNTING FOR WINDOWS, 7E

IE

Dale Klooster, Educational Technical Systems, Inc.; Warren Allen, Educational Technical Systems, Inc.

Klooster and Allen's INTEGRATED ACCOUNTING FOR WINDOWS, 7e, International Edition teaches students about computerized accounting and the operating procedures for all Windows-based programs. Klooster & Allen software was designed to emulate commercial software packages and help prepare students for the workplace. Step-wise instruction and clear examples help students understand the software without becoming overwhelmed. INTEGRATED ACCOUNTING FOR WINDOWS, 7e, International Edition introduces software gradually through the use of opening balance files, showing students how to process ongoing accounting systems. In this way, students can concentrate on learning accounting topics while gaining software experience. Each chapter offers a sample problem, a student exercise, two software problems (with audit questions), and the use of a student-solution checker. This approach permits students to work independently and at their own pace.

NEW TO THIS EDITION:

- This version of Integrated Accounting 7e, International Edition retains the features that made the previous versions successful while taking full advantage of the Windows 95, 98, NT, Me, 2000, XP, and Vista environments. The design and development of the software follows the standard conventions of these operating systems.
- A check writing and cash payments screen has been added to the software that generates the resulting cash payments journal entries. In addition, a cash receipts screen has been added that permits the entry of all cash receipts and generates the resulting cash receipts journal entries.
- A check box has been provided in the Company Information tab of the

Accounting System setup that indicates whether or not special journals are to be used. This makes the appearance of the software more in keeping with the commercial accounting software in use today. Special journals are optional in this edition.

- Several changes have been made to the text-workbook: (1) use of special journals have been removed from all chapters, (2) the previous edition's chapter that concentrated on special journals has been revised and made into Appendix A for those who desire this exposure, (3) use of the software's new cash payment and cash receipt screens have been included throughout the text, (4) the previous edition's voucher system chapter has been removed, (5) use of voucher accounting systems and related voucher transactions have been removed from all chapters, and (6) a new chapter 5 has been added that completes an entire accounting cycle for a merchandising business (using the cost of merchandise sold account) with budgeting.
- For the online environment, students can send completed problem files to their instructors as email attachments. Instructors can use the inspector CD to check student work and email detailed reports back to the student.

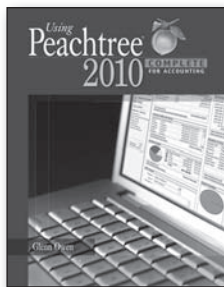
FEATURES:

- Klooster/Allen General Ledger Software version 7.0 is packaged with the text. This intuitive software teaches accounting principles and introduces concepts and principles relative to modern computer-based accounting systems.
- Integrated Accounting 7e, International Edition offers seamless integration within the software applications of general ledger, accounts payable, accounts receivable, bank reconciliation, budgeting, purchase order processing and inventory, sales order processing and inventory, fixed assets, and payroll.
- The Info button seamlessly connects students to check figures on the Internet for immediate help. As students move through the software, bulleted directions are available to walk them through each step.
- Accounting Explorer allows students to browse through the accounting system in much the same way as Windows Explorer does in an operating system. This is particularly helpful in tracking errors students may have made.
- Inspector Program utilizes a Wizard interface so that it is easier to choose files to score students' work. This reduces the amount of time an instructor devotes to grading work.
- All A problems are equipped with the extremely popular Student Checker, which provides immediate feedback to students as they work through the problems.

CONTENTS:

1. Introduction.
2. Accounting Cycle of a Service Business and Bank Reconciliation.
3. Accounts Payable: Purchase Order Processing and Inventory Control.
4. Accounts Receivable: Sales Order Processing and Inventory Control.
5. Accounting Cycle of a Merchandising Business and Budgeting.
6. Fixed Assets.
7. Payroll.
8. Partnerships and Corporations.
9. Financial Statement Analysis.
10. Departmentalized Accounting.
11. Accounting System Setup.

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USING PEACHTREE COMPLETE 2010 FOR ACCOUNTING (WITH DATA FILE AND ACCOUNTING CD-ROM), 4E

Glenn Owen, Allan Hancock College

USING PEACHTREE COMPLETE 2010 FOR ACCOUNTING teaches fundamental accounting concepts and principles while developing student's proficiency with the market-leading accounting software PEACHTREE COMPLETE 2010 by Sage. This well-organized and concise text teaches the technology and application of accounting skills by illustrating how accounting information is created and used.

NEW TO THIS EDITION:

- This text has been fully updated for use with Peachtree Complete 2010 software. Each new text comes packaged with a CD containing Peachtree Complete 2010 software and a separate CD with data files.
- The Century Kitchens case in Chapters 1 - 5 has been updated and modified.
- Chapters 6 - 11 now have an exercise about Boston Catering which allows instructors to assign some or all parts in each chapter. Each part is independent of the others allowing instructors the flexibility to assign a whole case or focus on separate concepts.

FEATURES:

- An engaging narrative style throughout the text reads like a story as the book clearly conveys the need for and importance of accounting topics and software in today's business world. Students see why as well as how systems operate as the narrative text links tasks to the applications rather than requiring simple rote practice.
- A step-by-step building block approach breaks instruction into manageable segments as the book walks students through what they need to do next to master the accounting and Peachtree skills.
- Throughout the text, an emphasis on service and merchandising businesses is highlighted with margin icons that clearly guide students and instructors to service or merchandising applications within the text's comprehensive coverage.
- More emphasis on accounting concepts, such as detailed discussion of building financial statements, appears early in the text.
- A continuing case helps students apply and master Peachtree skills and today's accounting concepts.
- An academic version of Peachtree Complete by Sage software accompanies each new copy of the student text, giving students hands-on experience in using this leading commercial accounting software as they complete problems throughout the text.

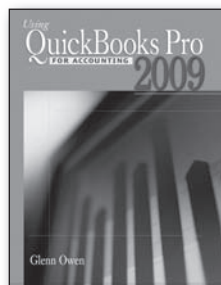
CONTENTS:

Part 1: GETTING STARTED WITH PEACHTREE.1. An Interactive Tour of Peachtree.2. Preparing a Balance Sheet Using Peachtree.3. Preparing an Income Statement and Statement of Retained Earnings Using Peachtree.4. Preparing a Statement of Cash Flows Using Peachtree.5. Creating

Supporting Reports to Help Make Business Decisions.Part 2: CREATING A PEACHTREE FILE TO RECORD AND ANALYZE BUSINESS EVENTS.6. Setting Up Your Business's Accounting System.7. Cash-Oriented Business Activities.8. Additional Business Activities.9. Adjusting Entries and Bank Reconciliations.10. Budgeting.11. Reporting Business Activities.

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New Edition in July 2010!



USING QUICKBOOKS PRO 2009 FOR ACCOUNTING , 8E

Glenn Owen, Allan Hancock College

USING QUICKBOOKS PRO® 2009 FOR ACCOUNTING teaches fundamental accounting concepts and principles while developing students' proficiency with the market-leading accounting software QuickBooks Pro by Intuit. This well-organized and concise text teaches the technology and application of accounting skills by illustrating how accounting information is created and used.

FEATURES:

- Fully updated for use with USING QUICKBOOKS PRO® 2009 FOR ACCOUNTING.
- Now includes full trial version of QuickBooks Pro® software with 140 day access!
- New continuing case in Chapters 6 to 11 provides students an opportunity to work with the same company from one chapter to the next. This consistency allows students to focus on the business practices done in QuickBooks. By coupling this new case with ones in previous editions, instructors now have increased flexibility in both lecture and homework material.
- New Business Event Summaries review the common business practices introduced in the chapter and how they are completed in QuickBooks. This helpful chart summarizes each practice by name, the process steps, and the page number on which that part of the lesson occurs.
- Emphasize "why" as well as "how" with narrative approach: This book's unique narrative approach explains the entire story, emphasizing "why"--or the accounting concepts behind the software--as well as "how" to accomplish tasks. Numerous screen captures present concepts in a step-by-step manner that's self-paced and encourages students to work independently with minimal instructor intervention.
- Clarify concepts with continuing case: A continuing case, woven throughout the text, highlights a service business and provides opportunities for students to apply and master concepts.
- Help students anticipate and avoid common mistakes: "Trouble" boxes anticipate common mistakes that your students might make and provide suggestions to avoid or overcome those stumbling points.
- Introduce payroll accounting in optional appendix: This edition's optional

Payroll Accounting appendix teaches one of the most significant facets of organizations. An additional appendix covers traditional accounting with debits and credits for instructors who wish to integrate this material.

CONTENTS:

Part I: GETTING STARTED WITH QUICKBOOKS.

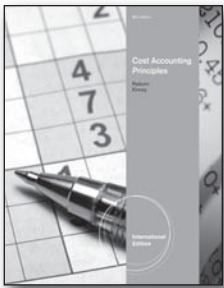
1. An Interactive Tour of QuickBooks.
2. Preparing a Balance Sheet Using QuickBooks.
3. Preparing an Income Statement Using QuickBooks.
4. Preparing a Statement of Cash Flows Using QuickBooks.
5. Creating Supporting Reports to Help Make Business Decisions.

Part II: CREATING A QUICKBOOKS FILE TO RECORD AND ANALYZE BUSINESS EVENTS.

6. Setting Up Your Business's Accounting System.
7. Cash-Oriented Business Activities.
8. Additional Business Activities.
9. Adjusting Entries.
10. Budgeting.
11. Reporting Business Activities.

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COST ACCOUNTING



IE

COST ACCOUNTING PRINCIPLES, 8E

Cecily A. Raiborn, Texas State University; Michael R. Kinney, Texas A&M University

The new edition provides in-depth coverage of current cost management concepts and procedures in a straightforward and reader-friendly framework. The clean, concise presentation of materials and fresh, new exhibits reinforce and clarify the topics that readers traditionally struggle with most. In addition, real-world examples and ethical coverage are woven into the text so readers immediately see the relevance of the cost accountant's role in managerial decisions and learn to go beyond the numbers and think critically. Ensure mastery of the procedural and decision-making skills needed for future success with the Comprehensive Review Module, an array of end of chapter assignments, and the powerful CengageNOW online learning and teaching system.

NEW TO THIS EDITION:

- Clarity of complex topics: Building on its proven strengths of effortlessly teaching fundamental cost accounting concepts with precision, extra care has been taken to clarify the topics that your students struggle with most—including equivalent units, costing allocation and processes under ABC, and overhead variances—to make them easy to comprehend.

- Superior readability: Always praised for its engaging, student-friendly writing style, the authors have further enhanced the text's unmatched readability in this edition by separating lists and equations from the narrative for a clean presentation that is easy to follow.
- Complete student learning system: In addition to the chapter-opening learning objectives, new learning objective links have been added to the chapter summary to help students close the loop and easily identify areas that require additional attention or practice.
- New end of chapter assignments: In addition to adding new problems, nearly 90 percent of the end of chapter assignments for this edition have been updated or modified to allow professors who prefer to assign new questions each term more choice and flexibility.
- Advanced technology solutions: New for this edition, a full CengageNOW allows you to ensure that your students are mastering the procedural and decision-making skills needed for future success. While using the integrated ebook, interactive learning tools, and personalized study plan, students will get the extra help they need. This integrated, online course management system saves you time as you efficiently plan your course!

FEATURES:

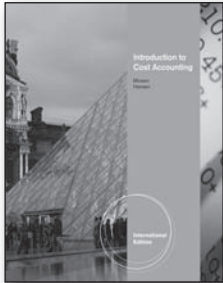
- Leading streamlined, student-friendly approach: Recognized for its unmatched readability, the book's thought-provoking writing keeps concepts intriguing and easy to comprehend. This edition's solid blend of concepts and practices will help students clearly understand how to solve actual business problems.
- Relevancy in today's business world: Real-world examples that appeal to today's students and clearly exemplify the chapters' concepts are integrated throughout the main body of the text in order to connect today's business world with the classroom experience immediately.
- Developing ethical business leaders: The book weaves ethical considerations throughout the chapter so that students learn to think consistently of the ethical implications of their actions. Potential Ethical Issues at the end of the chapter emphasize dilemmas students may encounter in business, and exercises and problems involving ethical considerations are marked with an ethics icon.
- Comprehensive Review Modules: Comprehensive Review Modules for each chapter ensure your students' mastery of concepts through succinct chapter summaries, potential ethical issues, solution strategies highlighting key equations and concepts, and demonstration problems that students can use as a framework for solving similar examples in homework assignments or exams.
- High-quality end-of-chapter assignments: Students practice accounting skills with a wide array of assignment types, including Internet research exercises, group activities, writing assignments, ethical problems, and Excel® template activities.

CONTENTS:

1. Introduction to Cost Accounting.
2. Cost Terminology and Cost Behaviors.
3. Predetermined Overhead Rates, Flexible Budgets, and Absorption/Variable Costing.
4. Activity-Based Management and Activity-Based Costing.
5. Job Order Costing.
6. Process Costing.
7. Standard Costing and Variance Analysis.
8. The Master Budget.
9. Break-Even Point and Cost-Volume Profit Analysis.
10. Relevant Information for Decision Making.
11. Allocation of Joint Costs and Accounting for By-Products.
12. Introduction to Cost Management Systems.
13. Responsibility Accounting and Transfer Pricing.
14. Performance Measurement, Balanced Scorecards, and Performance Rewards.
15. Capital Budgeting.
16. Managing Costs and Uncertainty.
17. Implementing Quality Concepts.
18. Inventory and Production Management.

19. Emerging Management Practices.

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IE

INTRODUCTION TO COST ACCOUNTING

Maryanne M. Mowen, Oklahoma State University; Don R. Hansen, Oklahoma State University

Providing the most up-to-date and thorough coverage of cost management topics, Mowen/Hansen's INTRODUCTION TO COST ACCOUNTING, International Edition provides students with a solid foundation with its unique Cornerstones approach. Created from our research on student learning behavior, this step-by-step format helps students understand the How, Why, and What Ifs of solving and mastering basic cost management topics, while also getting at the conceptual nature of each equation or topic. This relevant text also addresses some of the most recent processes affecting the discipline such as a chapter on productivity measurement and lean accounting.

FEATURES:

- Cornerstones Examples throughout each chapter provide students with step-by-step coverage of the How, Why, and What Ifs of solving and mastering basic cost management concepts. This method presents them with a model to help them truly grasp the calculations and therefore more easily complete homework, while also helping them understand why they are doing the calculation. The What If feature takes it a step further, challenging students to think past the numbers and understand the true concept behind the equations.
- Cornerstones Exercises: Based on our research on student learning behavior, the authors have also created specific Cornerstones Exercises. These exercises in the end of chapter are structured like the Cornerstones Examples in the text and list which Cornerstone Example is their match. These questions allow students to have some guidance and practice before moving on to the more complex questions in the end of chapter.
- Student-Friendly Organization: In addition to end of chapter material such as the Cornerstones Exercises and the list of the important equations discussed within that chapter, we have included a guide to the Cornerstones Examples and where to find them, allowing students to quickly reference them when needed. All exercises and problems in the End of Chapter also reference the learning objective they are addressing, making it easier for you to decide what to assign to your students, and helping your students understand what they should be learning from each exercise.
- Service Sector Focus: The significance of the service sector is recognized in this text through the extensive application of cost management principles to services. The text explains that services are not simply less complicated manufacturing settings but instead have their own characteristics.
- Cost Management Information Systems Approach: By focusing on ABC or unit-based systems and the implications of implementing those systems separately, the discussion of these specific approaches stands alone, giving

you the flexibility to modify the coverage to best meet the needs of your specific course.

- Budgeting Coverage: For a more integrated discussion, all budgeting and activity-based budgeting topics are covered extensively within one comprehensive chapter.
- Historical Perspective: Chapter 1 provides a brief history of cost accounting. The historical perspective allows students to see why functional-based cost management systems work well in some settings but no longer work for other settings.
- Real-World Focus: All chapters include numerous references to real companies such as the Walt Disney Company, McDonalds, RadioShack, Lands' End, and many more to help illustrate each topic for students, ensuring your students understand the relevance and real-world application of the concepts discussed.
- Review Problems: All chapters (except Chapter 1) include review problems and solutions. These problems demonstrate the computational aspects of chapter materials and reinforce the students' understanding of chapter concepts before they undertake end-of-chapter materials.

CONTENTS:**Part I: FOUNDATION CONCEPTS.**

1. Introduction to Cost Management.
2. Basic Cost Management Concepts.
3. Cost Behavior.
4. Activity-Based Costing.

Part II: FUNDAMENTAL COSTING AND CONTROL.

5. Product and Service Costing: Job-Order System.
6. Process Costing.
7. Allocating Costs of Support Departments and Joint Products.
8. Budgeting for Planning and Control.
9. Standard Costing: A Functional-Based Control Approach.
10. Decentralization: Responsibility Accounting, Performance Evaluation, and Transfer Pricing.

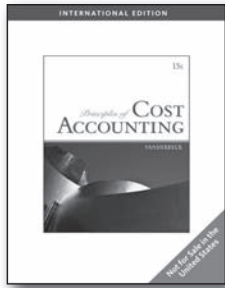
Part III: ADVANCED COSTING AND CONTROL.

11. Strategic Cost Management.
12. Activity-Based Management.
13. The Balanced Scorecard: Strategic-Based Control.
14. Quality and Environmental Cost Management.
15. Productivity Measurement and Control and Lean Accounting.

Part IV: DECISION MAKING.

16. Cost-Volume-Profit Analysis.
17. Activity Resource Usage Model and Tactical Decision Making.
18. Pricing and Profitability Analysis.
19. Capital Investment.
20. Inventory Management: Economic Order Quantity, JIT, and the Theory of Constraints.

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IE

PRINCIPLES OF COST ACCOUNTING, 15E

Edward J. Vanderbeck, Xavier University

Discover how readable, real, and relevant cost accounting can be with PRINCIPLES OF COST ACCOUNTING, 15e, International Edition. This edition packs the essentials you need to know for your future in a unique ten-chapter format that is well organized, practical, and concise. You gain a thorough understanding of cost concepts, cost behavior, and cost accounting techniques as they apply to manufacturing and service businesses. To ensure your understanding, the book introduces concepts in small, manageable sections that are immediately reinforced with proven questions, demonstration problems, practice exercises, and self-study quizzes. You master the fundamentals of job order costing and process costing before progressing to more advanced topics, such as budgeting, standard costing and variance analysis, costing for service businesses, and cost analysis for management decisions. Focus on the skills that will take you far in today's competitive job market as you learn how to determine the costs of products and services accurately and how to set effective selling prices. Learn the techniques to measure accurately the performance of managers within an organization and use accounting to motivate managers toward an organization's goals. Find the relevant approach you need with the real cost accounting skills that will take you far in business today with PRINCIPLES OF COST ACCOUNTING, 15e, International Edition.

FEATURES:

- Recall and Review features appear after the small blocks of explanatory text that introduce concepts within each chapter. This new feature reinforces the concepts that are presented one at a time within manageable sections of information. Specifically designated questions, exercises, problems, and self-study quizzes further test and reinforce the student's understanding of the material.
- Fresh beginning-of-chapter vignettes introduce typical situations that illustrate how cost accounting concepts from the chapter are practiced in business today. An end-of-chapter mini-case reinforces the concept and concludes the situation presented in the chapter introduction.
- More flowcharts, illustrations, and graphics--including at least one or two per chapter--further reinforce the text's concepts and applications for today's visual learner.
- New information on the balanced scorecard and more emphasis on ethics throughout this edition further reinforce these topics of growing importance.
- Additional Self-Study Problems and Mini-Cases have been added in order to ensure that students have the guidance needed to understand and complete end-of-chapter problems successfully.
- Added coverage of Lean Manufacturing has been included in the JIT coverage in Chapter 2 in order to reflect the most up-to-date practices and ideas.
- The concise ten-chapter format, unique to this text, makes it appropriate for shorter courses, while still thoroughly covering the cost accounting topics

students need today.

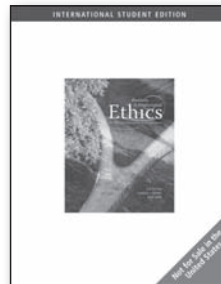
- Verified and updated end-of-chapter materials address a wide variety of subjects in varying degrees of difficulty to give you the flexibility you need in assignments and the critical review students need with key terms and corresponding page reference numbers, self-study problems, study questions, exercises, problems, mini-cases, and Internet exercises.
- Focus on Service Business (Ch. 9) demonstrates how these businesses apply cost accounting and reflects the shift in the U.S. economy from manufacturing to service industries.

CONTENTS:

1. Introduction to Cost Accounting.
2. Accounting for Materials.
3. Accounting for Labor.
4. Accounting for Factory Overhead.
5. Process Cost Accounting--General Procedures.
6. Process Cost Accounting--Additional Procedures: Accounting for Joint Products and By-Products.
7. The Master Budget.
8. Standard Cost Accounting--Materials, Labor and Factory Overhead.
9. Cost Accounting for Service Businesses.
10. Cost Analysis for Management Decisions.

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ETHICS IN ACCOUNTING



IE

BUSINESS AND PROFESSIONAL ETHICS FOR DIRECTORS, EXECUTIVES & ACCOUNTANTS, 5E

Leonard J. Brooks, University of Toronto; Paul Dunn, Brock University

BUSINESS & PROFESSIONAL ETHICS FOR DIRECTORS, EXECUTIVES & ACCOUNTANTS, 5E, INTERNATIONAL EDITION delivers an insider's look at actual companies in the face of a wide range of ethical dilemmas. Providing real-world examples of ethical issues in the workplace, this accounting text gives you insight into the development of sound patterns of behavior on the part of directors, executives, and accountants. Current cases and key readings provide an interesting, challenging, and practical learning experience.

NEW TO THIS EDITION:

- New coauthor Paul Dunn brings additional insight from his wealth of experience in the classroom and in industry. Dr. Dunn spent almost 20 years in full-time practice. His research interests focus on issues in corporate governance, corporate social responsibility, and business ethics. In addition to his scholarly publications, Dr. Dunn leads seminars and writes cases for

the School of Accountancy run by the Institute of Chartered Accountants of Ontario.

- The fifth edition includes the new chapter “Philosophers’ Contributions to Ethical Behavior,” full integration of international (IFAC) ethical standards to which the world is harmonizing, and enhanced treatment of corporate social responsibility. A new section on fraud and white-collar crime includes crime motivations and an analysis of a real case.
- New or expanded coverage also includes the globalization of business and professional ethics, Enron updates, modifications and improvements to practical decision-making approaches, examples of philosophical and practical decision-making approaches, ethical corporate cultures, alternative governance theories, and more.
-
- The text features 28 new cases--raising its total to more than 80 cases including illustrative applications. Giving students hands-on experience with real-world issues, cases cover subprime lending, pornography and cell phones, limits to exploitive and risqué advertising, bankruptcy ethics, hazardous products, iPhone and disappointed customers, terrorist payments, non-business crime disclosures, staff perks, tax issues, the practice of spying on HP directors, MCI and bad debts, minority controlling shareholders, gifts of publicly traded shares, ethics of repricing employee stock options, rogue traders, and more.

FEATURES:

- The fifth edition offers 80 cases and numerous readings on companies such as Apple, Enron, Texaco, and Exxon Valdez.
- At various points in the text, websites are listed to encourage students to research source documents, the SEC, news sources, and more.
- The companion website--www.cengage.com/international houses PowerPoint® slides, the Instructor’s Manual, course outlines, suggested Executive MBA and MBA Course Outlines, cases, and the links used in the textbook.

CONTENTS:

Part I: THE ETHICS ENVIRONMENT.

1. Ethics Expectations.
2. Enron Events Motivate Governance and Ethics Reform.

Part II: ETHICAL BEHAVIOR.

3. Philosophers’ Contributions.
4. Practical Ethical Decision Making.

Part III: ETHICAL GOVERNANCE & ACCOUNTABILITY.

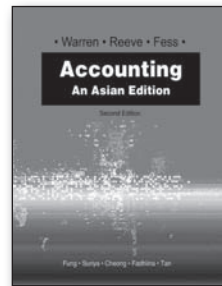
5. Corporate Ethical Governance & Accountability.
6. Professional Accounting in the Public Interest, Post-Enron.

Part IV: SIGNIFICANT ETHICS ISSUES FACING BUSINESS AND THE ACCOUNTING PROFESSION.

7. Managing Ethics Risks and Opportunities.

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FINANCIAL ACCOUNTING



ACCOUNTING - AN ASIAN EDITION, 2E

Joyce Fung, Nanyang Polytechnic; Suriya Binte Shukor, Temasek Polytechnic; Marie Christine Que Cheong, Temasek Polytechnic; Fadhlina Samsudin, Nanyang Polytechnic

This revised Asian edition is an adaptation of the widely used Accounting, by Warren, Reeve and Fess. Lecturers who have many years of experience teaching accounting have adapted it. The book is tailored for use in a first-year course on basic accounting principles. It is written from a sole proprietorship perspective and covers the complete accounting cycle and important accounting areas like cash, receivables, inventories and fixed assets. Local accounting practices are taught in this text. Local businesses have also been included in the text so that students can relate to the material better. The text is also written in a manner Asian students will find easy to read and understand.

FEATURES:

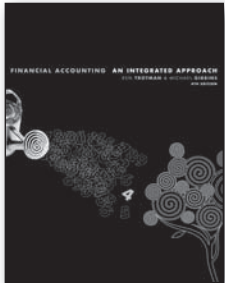
- Adapted by highly-experienced accounting lecturers from local polytechnics
- CONTINUED CASE STUDY: A fictitious business, Internet Solutions, will be followed throughout chapters 1- 4 as the example business to demonstrate a variety of transactions.
- REAL WORLD NOTES: Local companies are used to provide a close-up look at how accounting operates in the marketplace. These examples are highlighted in the margin of the text. Local entrepreneurs are featured to inspire students’ entrepreneurial spirit as well.
- ILLUSTRATIVE PROBLEM AND SOLUTION: A solved problem models one or more of a chapter’s assignment problems, helping students make the most of the chapter.
- SELF-TESTING: Self-Examination Questions include a matching activity to help students review and retain terms and definitions.
- EXERCISE: An average of 20 exercises at the end of each chapter can be assigned or used as examples in the classroom. Most of these exercises focus on only one specific chapter objective.

CONTENTS:

Chapter 1 Introduction to Accounting and Business.
 Chapter 2 Analysing Transactions
 Chapter 3 The Adjusting Process.
 Chapter 4 Completing the Accounting Cycle.
 Chapter 5 Accounting for Trading Businesses.
 Chapter 6 Internal Controls and Special Journals.
 Chapter 7 Cash.
 Chapter 8 Receivables.
 Chapter 9 Inventories.

Chapter 10 Fixed Assets.
Appendix A. Accounting Principles and Concepts.
Appendix B. Computerised Accounting System.
Appendix C. Statement of Cash Flows.
Appendix D. Basic Financial Analysis.

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FINANCIAL ACCOUNTING, 4E An Integrated Approach

Ken Trotman, University of New South Wales; Michael Gibbins, University of Alberta

Financial Accounting: An Integrated Approach is the fourth Australian edition of the introductory financial accounting text originally adapted from Michael Gibbins' text of the same name. The text provides students with a thorough fundamental understanding of the accounting framework whilst simultaneously developing their preliminary technical skills in understanding and interpreting accounting concepts in an Australian and regional context.

FEATURES:

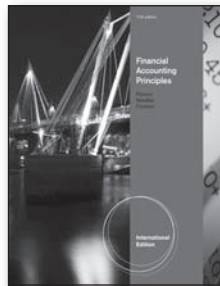
- Thoroughly updated to reflect International Financial Reporting Standards (IFRS) as they are currently defined and enacted by the Australian Accounting Standards Board (AASB).
- Updated Case Studies giving students a thorough practical understanding of how the theoretical accounting concepts play out in real-world scenarios
- Critical thinking exercises that enable students to develop a lateral understanding of key accounting concepts that they will be able to adapt to the changing landscape of accounting in Australia and the local region
- Updated Woolworths Annual Report extracts
- Supplements that were produced as add ons to the 3rd edition detailing International Financial Reporting Standards (IFRS) that have now been incorporated into the text, so will not come with the new edition
- All new and updated Study Guide
- 4th edition will be 15 chapters as opposed to the 16 chapter 3rd edition, with chapter 14 of the 3rd edition, 'Prelude to Financial Statement Analysis', being rolled into chapter 9, 'Financial reporting principles, accounting standards and auditing'

CONTENTS:

Chapter 1 Introduction to financial accounting.
Chapter 2 Measuring and evaluating financial position.
Chapter 3 The double-entry system.
Chapter 4 Record-keeping.
Chapter 5 Revenue and expense recognition in accrual accounting.
Chapter 6 Financial reporting principles, accounting standards and auditing.
Chapter 7 Internal control and cash.
Chapter 8 Inventory.
Chapter 9 Noncurrent assets.

Chapter 10 Liabilities.
Chapter 11 Completing the balance sheet.
Chapter 12 Income and expense recognition: additional concepts.
Chapter 13 The statement of cash flows.
Chapter 14 Financial statement analysis.
Chapter 15 Accounting policy choices.

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IE

FINANCIAL ACCOUNTING PRINCIPLES, 11E

Marian Powers, Northwestern University; Belverd E. Needles, Jr., DePaul University; Susan V. Crosson, Santa Fe Community College, Florida

Powers/Needles/Crosson delivers interactive pedagogy by illustrating accounting principles and real-world examples to encourage critical thinking. This revision is based on an understanding of the nature, culture, and motivations of today's students and on extensive feedback from instructors. These substantial changes meet the needs of students, who not only face a business world increasingly complicated by ethical issues, globalization, and technology but also have more demands on their time. To help them meet these challenges, this textbook shows students how business transactions, which are the result of business decisions, are recorded in a way to show their effects on the financial statements. Built on historically strong pedagogy, this edition demonstrates strengthened transaction analysis and its link to the accounting cycle.

NEW TO THIS EDITION:

- In Chapter 2 on business transactions, the relationship of transaction analysis to the accounting cycle has been clarified. In Chapter 6 on merchandising accounting, transaction illustrations exist for all transactions mentioned in the chapter. The authors have reduced excessive detail, shortened headings, simplified explanations, and increased readability.
- Partnerships, Special Journals, and T-Accounts have returned to the eleventh edition! A completely new, streamlined textbook design emphasizes the pedagogy. T-accounts and journals have assigned colors to help new accounting students identify them easily.
- International Financial Reporting Standards and fair value have been integrated throughout the book where accounting standards have changed and also in the Business Focus features where applicable. All current events, statistics, and tables have been updated for the latest data.
- CengageNOW™ is an easy-to-use online homework solution that helps you study in less time to get the grade you want.

FEATURES:

- Maintaining a solid foundation in double-entry accounting, there are more in-text journal entries and T-accounts throughout the financial accounting chapters.
- Use of well-known public companies: This textbook also offers examples from

highly recognizable public companies, such as CVS Caremark, Southwest Airlines, Dell Computer, and Netflix to relate basic accounting concepts and techniques to the real world. Chapter 5, How to Read an Annual Report, helps students interpret financial information. The latest available data is used in exhibits to incorporate the most recent FASB pronouncements. The authors illustrate current practices in financial reporting by referring to data from Accounting Trends and Techniques (AICPA) and integrating international topics wherever appropriate.

- Every learning objective within each chapter has a “Stop & Apply” feature that illustrates and solves a short exercise. This helps students apply their knowledge in a step-by-step manner.
- Focus on Business Practice features have been added or updated to reflect what is going on in the real world, such as IFRS.
- Study Notes appear in the margins of the textbook and alert students to common misunderstandings of concepts and techniques; key ratio and cash flow icons, which highlight discussions of profitability and liquidity; and accounting equations. Icons and equations appear in all chapters.

CONTENTS:

1. Uses of Accounting Information and the Financial Statements.
2. Analyzing Business Transactions.
3. Measuring Business Income.
4. Completing the Accounting Cycle.
5. Financial Reporting and Analysis.
6. The Operating Cycle and Merchandising Operations.
7. Internal Control.
8. Inventories.
9. Cash and Receivables.
10. Internal Control.
11. Long-Term Assets.
12. Contributed Capital.
13. Long-Term Liabilities.
14. The Corporate Income Statement and the Statement of Stockholders' Equity.
15. The Statement of Cash Flows.
16. Financial Performance Measurement.
17. Partnerships.

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FINANCIAL ACCOUNTING, 10E 

Belverd E. Needles, Jr., DePaul University; Marian Powers, Northwestern University

FINANCIAL ACCOUNTING, Tenth Edition, continues a distinguished tradition of combining academic needs with professional thought to prepare students for a dynamic business world. Through timely coverage, market-leading integration of real-world data, and trusted pedagogy, FINANCIAL ACCOUNTING, Tenth Edition, develops the judgment and critical-thinking skills students will need to succeed.

NEW TO THIS EDITION:

- Offering fully updated and integrated coverage of the current environment of financial reporting, FINANCIAL ACCOUNTING, Tenth Edition, includes integrated coverage of fair value accounting at appropriate points. In addition, developments involving international financial reporting standards (IFRS) are integrated where applicable and often denoted with an IFRS icon.
- Updated “Decision Point” features allow students to see how real companies depend on accounting information to make decisions. Appearing at the beginning of each chapter and referenced throughout, students continually refer chapter content to familiar real-world companies. This consistent relevance ensures students become intelligent readers of financial statements. At the end of each chapter, “A Look Back” boxes revisit the companies introduced in the “Decision Point” features and prompt students

to hone their critical-thinking skills by examining the impact of the chapter concepts on the focus company. Company data is updated, and there are three completely new companies in the tenth edition.

- Enhanced “Stop, Review, and Apply” features following each learning objective section review key concepts and information by providing a series of discussion questions and short exercises for students to complete based on the material they have just learned. New to this edition, select “Stop, Review, and Apply” features include brief exercises with solutions that reinforce the connection between individual transactions and financial statements.
- The fresh, streamlined design emphasizes user-oriented content and features captioned photos, company logos, new line art, and a contemporary color palette that visually unifies the text’s elements to aid students’ understanding of financial accounting.
- The revised and refocused content makes the text accessible to a broad range of interests and levels of reading ability. Whenever possible, detailed information has been made more concise by shortening paragraphs or breaking sentences into numbered and bulleted lists. In addition, concise exhibits and icons indicate and clarify core concepts.
- Updated! Revised “procedural” (bookkeeping) material now focuses on practical application of accounting concepts in real-world scenarios.

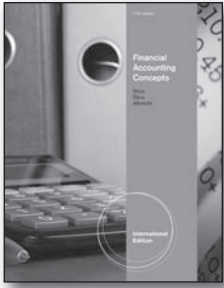
FEATURES:

- Clearly presented learning objectives throughout the text and in the end-of-chapter assignments allow instructors to focus on skills most important to them and their students. Refined over many editions, learning objectives provide students with a framework of course concepts.
- “Making a Statement” reinforces the connection between the financial statements and each chapter’s topics. Found at the beginning of each chapter, this quick reference indicates which financial statements are particularly important to the chapter.
- Accounting equations net to important journal entries reinforce the impact of the transaction on the financial statements.
- “Annual Report” chapter supplements ensure student hone their decision-making skills early and often with real-world experience. Beginning with the “How to Read an Annual Report” supplement to Chapter 1, students examine the CVS financial statements, which both reinforces and applies the information presented in the chapter. To take things further, students are provided with the annual report for Southwest Airlines as a point of comparison.
- Trusted end-of-chapter exercises, problems, and cases have been updated with new numbers throughout and current data where applicable. In addition, the “User Insight” requirements of select items develop students’ abilities to make sound business decisions based on financial information. Market-leading case material includes plenty of opportunities to engage real business decisions, ethical dilemmas, and Excel® applications.
- More than 230 publicly held companies as well as international, governmental, and not-for-profit organizations are used as illustrative examples. In addition to their use in “Decision Points” and “Focus on Business” elements, an index of company names appears at the end of the text.

CONTENTS:

1. Uses of Accounting Information and the Financial Statements.
2. Analyzing Business Transactions.
3. Measuring Business Income.
4. Financial Reporting and Analysis.
5. The Operating Cycle and Merchandising Operations.
6. Inventories.
7. Cash and Receivables.
8. Current Liabilities and the Time Value of Money.
9. Long-Term Assets.
10. Long-Term Liabilities.
11. Contributed Capital.
12. The Corporate Income Statement and the Statement of Stockholders' Equity.
13. The Statement of Cash Flows.
14. Financial Performance Measurement.
15. Investments.
- Appendix A: Accounting for Unincorporated Businesses.
- Appendix B: Future Value and Present Value Tables.

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IE

FINANCIAL ACCOUNTING CONCEPTS, 11E

James D. Stice, Brigham Young University; Earl K. Stice, Brigham Young University; W. Steve Albrecht, Brigham Young University; Monte R. Swain, Brigham Young University

This new edition by Stice, Stice, Albrecht and Swain guides students through the what, why and how of accounting in today's business world. This textbook offers a solid presentation of concepts and procedures blended with a wealth of real company examples and solved exercises to ensure student success in the practical application of fundamental financial accounting principles. Students will learn to effectively use and prepare financial accounting information for decision making with various features that encourage critical thinking, highlight ethical considerations, and consider global implications. Emphasizing the relevancy of accounting to the business world, this edition is perfect for any student, regardless of future career plans or goals.

NEW TO THIS EDITION:

- Superior Readability through Streamlined Presentation – This textbook has always engaged students with a lively and accessible writing style and, in this edition, the authors have carefully edited the text to further enhance the presentation of the material.
- Restructured Learning Objectives – Now in an easy to read what/why/how format, learning objectives guide students through mastering the chapter's material while reinforcing the relevance and application of these fundamental concepts.
- New Do This Feature – This edition now directly connects concepts with application by including brief solved exercises at the end of relevant sections. The Do This boxes provide students with an effective framework to apply to similar examples.
- New International Feature – As businesses increasingly operate in a global economy, new International boxes have been included in this edition to compare US accounting standards with practices abroad and highlight shifts in ideology.
- Updated End of Chapter Assignments – End of chapter assignments have been updated throughout this edition to reflect the latest developments in accounting and the most current data for real companies.

FEATURES:

- Concepts and Application Approach – This text explicitly demonstrates the application of fundamental financial accounting concepts. Learning objectives highlight the key concept, its importance, and how to apply it in a concise what/why/how format. The lively writing style and clear examples that follow effectively teach these core principles.
- Relevancy in Today's Business World – This text offers multiple features to relate core financial accounting concepts to real life. The text's unique and realistic approach, emphasizing business activities, provides a solid framework for understanding how an organization performs its primary business activities.
- Ethics and Critical Thinking Skills – Stop & Think boxes, which provide thought-

provoking issues that reinforce the importance of developing critical thinking skills. In addition, Chapter 5 is devoted to the importance of ethical behavior and each chapter includes a problem on ethics. Judgment Call problems at the end of the chapter ask the student to respond to various business situations, encouraging independent decision-making.

- Customizable Content – Expanded Materials sections go beyond the basic coverage of essential accounting concepts and allow you to choose how much depth is required for advanced topics. A corresponding Expanded Materials section is included at the end of each chapter to provide a variety of related assignments for students.
- Wide Variety of Assignments – Students practice financial accounting skills with an array of hands-on assignments at the end of each chapter. Practice exercises offer quick concept checks that are ideal for in-class practice. Exercises and Problems delve deeper into the concepts, testing students' retention of critical topics and procedures. Analytical Assignments offer discussion activities and critical-thinking exercises. Comprehensive Problems at the end of relevant parts offer an opportunity to tie multiple concepts together in a single problem to ensure information retention and comprehension.

CONTENTS:

PART I: FINANCIAL REPORTING AND THE ACCOUNTING CYCLE.

1. Accounting Information: Users and Uses.
2. Financial Statements: An Overview.
3. The Accounting Cycle: The Mechanics of Accounting.
4. Completing the Accounting Cycle.
5. Internal Controls: Ensuring the Integrity of Financial Information.

PART II: OPERATING ACTIVITIES.

6. Receivables: Selling a Product or Service.
7. Inventory and the Cost of Sales.
8. Completing the Operating Cycle.

PART III: INVESTING AND FINANCING ACTIVITIES.

9. Investments: Property, Plant, and Equipment and Intangible Assets.
10. Financing: Long-Term Liabilities.
11. Financing: Equity.
12. Investments: Debt and Equity Securities.

PART IV: OTHER DIMENSIONS OF FINANCIAL REPORTING.

13. Statement of Cash Flows.
14. Analyzing Financial Statements.

PART V: FOUNDATIONS OF MANAGEMENT ACCOUNTING.

15. Management Accounting and Cost Concepts.
16. Cost Flows and Business Organizations.
17. Activity-Based Costing.

PART VI: CONTROL IN A MANAGEMENT ACCOUNTING SYSTEM.

18. Budgeting and Control.
19. Controlling Cost and Profit.

PART VII: MAKING DECISIONS USING MANAGEMENT ACCOUNTING.

20. Cost Behavior and Decisions using C-V-P Analysis.
21. Relevant Information and Decisions.
22. Capital Investment Decisions.

PART VIII: CONTINUOUS IMPROVEMENT IN MANAGEMENT ACCOUNTING.

23. New Measures of Performance.

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FINANCIAL ACCT: 2010 STUDENT EDITION (WITH PRINTED ACCESS CARD AND PREP CARDS)

Norman Godwin, Auburn University; C. Wayne Alderman, Auburn University

Created through a “student-tested, faculty-approved” review process with over 300 students and 100 faculty, Financial ACCT is an engaging and accessible solution to accommodate the diverse lifestyles of today’s learners. ACCT employs an engaging narrative that emphasizes strong and effective examples to convey and reinforce fundamental managerial accounting concepts and procedures. In an attempt to avoid excessive detail, the book focuses on the core concepts that students need to learn in the course through the use of streamlined chapter objectives, clarity of examples, and a visually engaging design. The book package is complemented by chapter review cards that can be useful study aids for quizzes or exams as well as a premium website that contains a host of valuable multimedia tools that aid in comprehension of the most important topics.

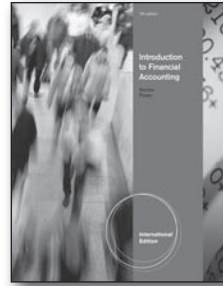
FEATURES:

- 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 and 300 students.
- Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course.
- Chapter Review Cards at the back of the Student Editions provide students a portable study tool containing all of the pertinent information for class preparation. Comprehensive cards provide additional book-level concept overviews that will help in studying for final exams or mid-terms.
- All of the content and resources you expect with a supplements package that is second to none including Solutions Manual, Examview Test Bank, Instructor’s Manual, and Lecture PowerPoint.

CONTENTS:

1. Financial Accounting.
2. Corporate Financial Statements.
3. Recording Accounting Transactions.
4. Accrual Accounting and Adjusting Entries.
5. Cash and Internal Controls.
6. Receivables.
7. Inventory.
8. Fixed Assets and Intangible Assets.
9. Liabilities.
10. Stockholders’ Equity.
11. The Statement of Cash Flows.
12. Financial Statement Analysis.

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IE

INTRODUCTION TO FINANCIAL ACCOUNTING: THE IMPACT ON DECISION MAKERS, 7E

Curtis L. Norton, Arizona State University; Gary A. Porter, University of Minnesota

Norton and Porter’s real-world approach in INTRODUCTION TO FINANCIAL ACCOUNTING, 7e, International Edition gives you an up-close perspective on how accounting truly affects businesses today. You will explore an appropriate “focus company” with each chapter, applying accounting principles in the context of that company’s specific financial information and business strategy, giving you the real-world experience with financial data you need to succeed in business. Numerous Examples throughout the text are tied to end-of-chapter homework to allow easier completion of assignments and guided study for exams. Further, Norton and Porter’s student-friendly, step-by-step decision framework guides you through a 6-step process on how to effectively use financial information early in the course, laying a stronger foundation for the more complex concepts to follow. INTRODUCTION TO FINANCIAL ACCOUNTING, 7e, International Edition goes beyond typical texts that drill on the numbers and procedures to address additional important issues, such as ethical dilemmas in business decisions and alternate terms you may encounter in the business world. This edition includes a discussion of the current environment of financial reporting, specifically the International Financial Reporting Standards.

NEW TO THIS EDITION:

- Examples in the text are now numbered, named, and called out throughout each chapter to better highlight them for students, clearly illustrating the key concepts, terms and exhibits they will need to learn.
- Selected end-of-chapter homework items now contain references to the chapter’s numbered Examples that will best help students complete the assignment and navigate through the text while completing homework.
- Transaction-effects Equation Format. As in past editions, transactions are notated using both journal entries and a transaction-effects equation. For the seventh edition, the equation has been revised to better differentiate the balance sheet effects from income statement effects of a transaction, and to clarify for students the flow of net income to stockholders’ equity.
- IFRS coverage has been added in selected sections of the text which are called out by an icon. These references provide a brief background for the upcoming changes in financial standards that will be more fully covered in the book’s IFRS appendix.
- Portable On-Demand (POD) Reviews give instant feedback to students to help them master key concepts. Found after each chapter objective, this feature combines a conceptual overview with a quick quiz to engage students in the content. POD Reviews are available to download onto electronic devices and in multiple formats.
- Brief exercises allow students to confirm what they’ve learned in the short run, and develop the skills and confidence they need to effectively work more

complex exercises and problems.

- Streamlined introductory chapters stimulate student interest and highlight the value accounting creates in an organization. Additionally, early introduction of the statement of cash flows exposes students to the delicate balance between operations and a company's investing and financing activities, and how its management impacts an organization's viability.

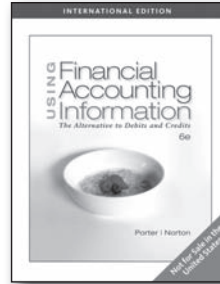
FEATURES:

- **Financial Decision Framework.** This 6-step process illustrates how to apply financial information in business and investment decisions. The model helps students learn not only what accounting is, who makes the rules, and who uses financial information, but also how that information forms the basis for decision making.
- **Ratio Decision Process Model.** Each time a new ratio is introduced, the Ratio Decision Model helps you walk students through it, step by step--from developing and using a financial ratio to financial statement excerpts that highlight ratio terms--helping them analyze and apply ratios most effectively.
- **Ethical Decision Model.** Chapter 1 broadens the scope of business decision making to facilitate those involving the ethical dilemmas of our day. Students will learn how to recognize true ethical dilemmas, analyze key elements, determine alternatives, and select the best alternative.
- **Real-World Financial Information.** Organized like a balance sheet, FINANCIAL ACCOUNTING: THE IMPACT ON DECISION MAKERS utilizes well-known companies to help you animate accounting for students. Every chapter features a single company, complete with financial data and business strategy, along with assignments that get students to dig deeper into the company's financials.
- **Alternate Terms and Problems Sections.** Found at the end of each chapter, the Alternate Terms Section illustrates variations in terminology across companies, regions, and users. Further, Alternate Problems Sections include additional problems to assign, which are modeled after problems in regular Problems Sections and designed to deepen students' understanding.

CONTENTS:

1. Accounting as a Form of Communication.
2. Financial Statements and the Annual Report.
3. Processing Accounting Information.
4. Income Measurement and Accrual Accounting.
5. Inventories and Cost of Goods Sold.
6. Cash and Internal Control.
7. Receivables and Investments
8. Operating Assets: Property, Plant, and Equipment and Intangibles.
9. Current Liabilities, Contingencies, and the Time Value of Money.
10. Long-Term Liabilities.
11. Stockholders' Equity.
12. The Statement of Cash Flows.
13. Financial Statement Analysis.

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USING FINANCIAL ACCOUNTING INFORMATION, 6E

Gary Porter, Senior Lecturer, University of Minnesota; Curtis Norton, Northern Illinois University

USING FINANCIAL ACCOUNTING INFORMATION, 6e, International Edition is a non-debit/credit text known for its strong decision-making focus and its incorporation of flagship companies for increased relevance. The student-friendly presentation and innovative transaction analysis of the new edition ensures students master financial accounting concepts and the role of those concepts in business decision making. This edition includes a discussion of the current environment of financial reporting, specifically the International Financial Reporting Standards.

NEW TO THIS EDITION:

- New transaction format provides the impact of a transaction on both the accounting equation and the activities of the business, providing better insight into the overall effect these individual transactions have on the financial statements.
- Updated coverage of the International Financial Reporting Standards keeps your course current. The new edition contains an appendix summarizing the status of IFRS and the effect of international financial reporting standards on key topics in the text, along with a compilation of the IFRS coverage integrated into the chapters.
- Brief exercises allow students to confirm what they have learned in the short run and develop the skills and confidence they need to work more complex exercises and problems effectively.
- Key annual report excerpts from Kellogg's and General Mills bring the role of accounting in business into focus for students, while the full financial reports from both companies are included for relevant comparisons that encourage critical thinking.
- Streamlined introductory chapters stimulate student interest and highlight the value accounting creates in an organization. Additionally, early introduction of the statement of cash flows exposes students to the delicate balance between operations and a company's investing and financing activities.

FEATURES:

- **Financial decision framework:** This six-step process illustrates how to apply financial information in business and investment decisions. The model helps students learn not only what accounting is, who makes the rules, and who uses financial information, but also how that information forms the basis for decision making.
- **Ratio Decision Process Model:** Each time a new ratio is introduced, the Ratio Decision Model helps you walk students through it, step by step--from developing and using a financial ratio to financial statement excerpts that highlight ratio terms--helping them analyze and apply ratios most effectively.
- **Real-world financial information:** Organized like a balance sheet, USING FINANCIAL ACCOUNTING INFORMATION, 6e, International Edition utilizes

well-known companies to help you demonstrate the relevance of accounting for students. Every chapter features a single company, complete with financial data and business strategy, along with assignments that get students to dig deeper into the company's financials.

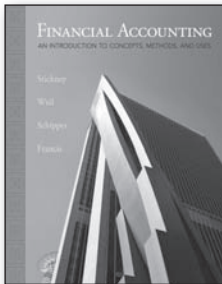
- Alternate Terms and Problems sections: Found at the end of each chapter, the Alternate Terms Section illustrates variations in terminology across companies, regions, and users. Further, Alternate Problems Sections include additional problems to assign, which are modeled after problems in regular Problems Sections and designed to deepen students' understanding.

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7. Investments and Receivables.
8. Operating Assets: Property, Plant, and Equipment; Natural Resources, and Intangibles.
9. Current Liabilities, Contingencies, and the Time Value of Money.
10. Long-Term Liabilities.
11. Stockholders' Equity.
12. The Statement of Cash Flows.
13. Financial Statement Analysis.

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FINANCIAL ACCOUNTING - MBA



FINANCIAL ACCOUNTING: AN INTRODUCTION TO CONCEPTS, METHODS, AND USES, 13E

Clyde P. Stickney, Dartmouth College; Roman L. Weil, University of Chicago; Katherine Schipper, Duke University; Jennifer Francis, Duke University

This widely respected financial accounting text captures the predominant market share among graduate, MBA, and higher-level undergraduate programs. With great clarity, it presents both the basic concepts underlying financial statements and the terminology and methods that allow students to interpret, analyze, and evaluate actual corporate financial statements. Its complete integration of International Financial Reporting Standards, inclusion of the latest developments on Fair Value Accounting, and coverage of the Codification of US GAAP makes this edition the essential text for global financial reporting and management.

NEW TO THIS EDITION:

- New Authors. For the thirteenth edition, Dr. Stickney, Dr. Weil, and South-Western welcome Katherine Schipper, PhD and Jennifer Francis, CPA, PhD, both of Duke University, to continue and enhance the authoritative voice that FINANCIAL ACCOUNTING: AN INTRODUCTION TO CONCEPTS, METHODS, AND USES represents in the marketplace. They bring teaching excellence and the experience of a standard setter to the collaboration. That they have had outstanding careers as accounting scholars enables them to contribute beyond their roles as outstanding teachers.
- New Integration of U.S. GAAP and International Financial Reporting Standards (IFRS) throughout. The text compares and contrasts financial accounting and reporting under U.S. GAAP and under International Financial Reporting Standards (IFRS), and discusses and references topics to both sets of standards. See the scope of the U.S. GAAP/IFRS details in this book by examining the chart in the front endpapers, inside the front cover. That chart shows the chapters and topics where the discussion includes IFRS and U.S. GAAP.
- New emphasis on fair values and components of other comprehensive income. As U.S. GAAP and IFRS incorporate more required or permitted fair value measurements, the thirteenth edition has broader coverage of the fair value option in U.S. GAAP as it affects accounting for some debt securities and some investments. Insofar as changes in fair values affect other comprehensive income, the authors have expanded that discussion as well.
- New FASB Codification References. The text integrates the new FASB Accounting Standards Codification™ system into all references and footnotes, along with the traditional reference system. The new Codification will soon become the single source for all accounting literature.
- New Chapter Sequencing. The 13th edition alters the chapter order to build concepts more effectively and place related material more closely together. This a building-block approach to learning features a general overview in Part 1, a discussion of the basic accounting model in Part 2, the specific accounting principals or methods used in preparing financial statements in Part 3, and a synthesis of the financial accounting issues confronting firms in Part 4.
- New Chapter 2. The Basics of Bookkeeping and Financial Statement Preparation. This new chapter demonstrates how the accountant records transactions and then combines transaction records to prepare financial statements. The new co-authors have experienced a great deal of success by covering this information with their MBA students, as it creates a better understanding of the underlying transactions. This leads to more informed analysis and better business decision making.
- New Integration of Real Financial Statements. For enhanced relevance, the text reprints the actual financial statements of Nordstrom and Scania and includes more actual disclosures from annual reports in the narrative.
- New Actual Year Dating. For a more realistic view of company financial information, this edition replaces the Year 1, Year 2 style of year references with actual years.

CONTENTS:

Part I: OVERVIEW OF FINANCIAL STATEMENTS.

1. Introduction to Business Activities and Overview of Financial Statements and the Reporting Process.

2. The Basics of Bookkeeping and Financial Statement Preparation.

Part II: ACCOUNTING CONCEPTS AND METHODS.

3. Balance Sheet: Presenting and Analyzing Resources and Financing.
4. Income Statement: Reporting the Results of Operating Activities.
5. Statement of Cash Flows: Reporting the Effects of Operating, Investing, and Financing Activities on Cash Flows.
6. Introduction to Financial Statement Analysis.

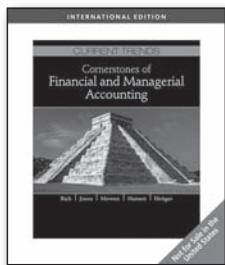
Part III: MEASURING AND REPORTING ASSETS AND EQUITIES USING GENERALLY ACCEPTED ACCOUNTING PRINCIPLES.

7. Revenue Recognition, Receivables, and Advances from Customers.
8. Working Capital.
9. Long-Lived Tangible and Intangible Assets.
10. Notes, Bonds, and Leases.
11. Liabilities: Off-Balance-Sheet Financing, Retirement Benefits, and Income Taxes.

12. Marketable Securities and Derivatives.
 13. Intercorporate Investments in Common Stock.
 14. Shareholders' Equity: Capital Contributions, Distributions, and Earnings.
- Part IV: SYNTHESIS.**
15. Statement of Cash Flows: Another Look.
 16. Synthesis of Financial Reporting.

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FINANCIAL AND MANAGERIAL ACCOUNTING



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CORNERSTONES OF FINANCIAL & MANAGERIAL ACCOUNTING

Jay Rich, Illinois State University; Jeff Jones, Auburn University; Maryanne Mowen, Oklahoma State University; Don Hansen, Oklahoma State University

Written by recognized accounting authors and award-winning professors Jay Rich, Jeff Jones, Dan Heitger, Maryanne Mowen, and Don Hansen, this unique text helps students build a strong foundation in core accounting concepts with an approach that mirrors the way today's readers study and use accounting texts. The book's distinctive Cornerstones pedagogy provides a consistent framework with step-by-step examples to help your students master fundamental accounting concepts. Students will develop critical problem-solving skills while understanding the relevance of accounting in business. Illustrations from well-known companies and corresponding video reinforcement ensures better results in your classroom. A comprehensive support package with the award-winning Aplia for Accounting online homework solution engages students and saves you time.

FEATURES:

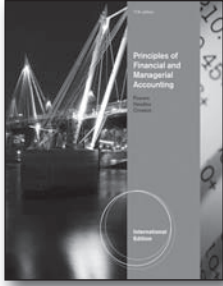
- **UNIQUE CORNERSTONES PEDAGOGY REFLECTS THE WAY STUDENTS LEARN BEST** --The book's innovative Cornerstones framework organizes key accounting examples using a consistent, step-by-step approach. The "cornerstones" complement your students' natural reading styles, helping them quickly reference key material throughout the chapter to learn more efficiently.
- **CORNERSTONES VIDEOS VISUALLY REINFORCE KEY ACCOUNTING PRINCIPLES** --Each Cornerstone within this edition offers a brief three-to-five minute video segment that reinforces and summarizes the specific accounting concepts and procedures discussed in the text's Cornerstone. Students easily learn on-the-go by downloading the videos to any portable video player from the companion website at www.cengage.com/accounting/rich.

- **DECISION MAKING & ANALYSIS FEATURES EXPLORE HOW BUSINESSES USE ACCOUNTING** --Students see, first-hand, how today's successful businesses use accounting concepts and information to make key decisions and determine future plans. The book's powerful analytical features detail the impact of accounting in action.
- **INTEGRATED REAL WORLD COMPANY EXAMPLES DEMONSTRATE RELEVANCE OF ACCOUNTING** --The text's numerous examples and cases clearly demonstrate the importance of accounting to everyday life and business decisions. Comparative Analysis Cases ask students to compare the 10-Ks of Abercrombie & Fitch and Aeropostale, two companies in the same industry with very different financials. Engaging examples throughout this edition highlight well recognized firms, such as Verizon and Wal-Mart, using accounting information to make decisions.
- **MOST RECENT UPDATES ON IFRS (INTERNATIONAL FINANCIAL REPORTING STANDARDS) KEEP STUDENTS PREPARED FOR CHANGE** --Now your students will have the latest information on the International Financial Reporting Standards (IFRS) and how it will change accounting when it goes into effect with this book's useful appendix. Brief discussions of IFRS appear throughout the main body of the text to keep students acquainted with the impact of this pressing topic.
- **APLIA: Aplia™** is an online interactive homework solution that improves learning by increasing student effort and engagement. Founded by professor Paul Romer to enhance his own courses, Aplia provides auto-graded homework with detailed, immediate feedback on every question, and innovative teaching materials.

CONTENTS:

1. Accounting and the Financial Statements.
2. The Accounting Information System.
3. Accrual Accounting.
4. Internal Control and Cash.
5. Sales and Receivables.
6. Cost of Goods Sold and Inventory.
7. Operating Assets Financial.
8. Current and Contingent Liabilities.
9. Long-Term Liabilities.
10. Stockholders' Equity Financial.
11. The Statement of Cash Flows.
12. Financial Statement Analysis.
13. Managerial Accounting Concepts and Decision-Making Support.
14. Cost Behavior.
15. Cost-Volume-Profit Analysis: A Managerial Planning Tool. Making the Connection: Cost Behavior and Cost-Volume-Profit Analysis for Many Glacier Hotel.
16. Job-Order Costing.
17. Process Costing.
18. Activity-Based Costing & Management.
19. Profit Planning.
20. Standard Costing: A Managerial Control Tool. Making the Connection: Cost System Choices, Budgeting, and Variance Analyses for Sacred Heart Hospital.
21. Flexible Budgets and Overhead Analysis.
22. Performance Evaluation, Variable Costing, and Decentralization.
23. Short-Run Decision Making: Relevant Costing and Inventory Management.
24. Capital Investment Decisions
25. Relevant Costing, Cost-Based Pricing, Cost Behavior, and Net Present Value Analysis.

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FINANCIAL AND MANAGERIAL ACCOUNTING PRINCIPLES, 9E

Marian Powers, Northwestern University; Beverd E. Needles, Jr., DePaul University; Susan V. Crosson, Santa Fe Community College, Florida

Powers/Needles/Crosson delivers interactive pedagogy by illustrating accounting principles and real-world examples to encourage critical thinking. This revision is based on an understanding of the nature, culture, and motivations of today's students and on extensive feedback from instructors. These substantial changes meet the needs of students, who not only face a business world increasingly complicated by ethical issues, globalization, and technology but also have more demands on their time. To help them meet these challenges, this textbook shows students how business transactions, which are the result of business decisions, are recorded in a way to show their effects on the financial statements. Built on historically strong pedagogy, this edition demonstrates strengthened transaction analysis and its link to the accounting cycle.

NEW TO THIS EDITION:

- Maintaining a solid foundation in double-entry accounting, there are more in-text journal entries and T-accounts throughout the financial accounting chapters. In Chapter 2 on business transactions, the relationship of transaction analysis to the accounting cycle has been clarified. In Chapter 6 on merchandising accounting, transaction illustrations exist for all transactions mentioned in the chapter. The authors have reduced excessive detail, shortened headings, simplified explanations, and increased readability.
- Partnerships, Special Journals, and T-Accounts have returned to the eleventh edition! A completely new, streamlined textbook design emphasizes the pedagogy. T-accounts and journals have assigned colors to help new accounting students identify them easily.
- International Financial Reporting Standards and fair value have been integrated throughout the book where accounting standards have changed and also in the Business Focus features where applicable. All current events, statistics, and tables have been updated for the latest data.
- CengageNOW™ is an easy-to-use online homework solution that helps you study in less time to get the grade you want.

FEATURES:

- Use of well-known public companies: This textbook also offers examples from highly recognizable public companies, such as CVS Caremark, Southwest Airlines, Dell Computer, and Netflix to relate basic accounting concepts and techniques to the real world. Chapter 5, How to Read an Annual Report, helps students interpret financial information. The latest available data is used in exhibits to incorporate the most recent FASB pronouncements. The authors illustrate current practices in financial reporting by referring to data from Accounting Trends and Techniques (AICPA) and integrating international topics wherever appropriate.
- Every learning objective within each chapter has a "Stop & Apply" feature that illustrates and solves a short exercise. This helps students apply their knowledge in a step-by-step manner.

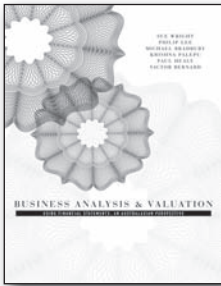
- Focus on Business Practice features have been added or updated to reflect what is going on in the real world, such as IFRS.
- Study Notes appear in the margins of the textbook and alert students to common misunderstandings of concepts and techniques; key ratio and cash flow icons, which highlight discussions of profitability and liquidity; and accounting equations. Icons and equations appear in the financial chapters.

CONTENTS:

1. Uses of Accounting Information and the Financial Statements.
2. Analyzing Business Transactions.
3. Measuring Business Income. Supplement: Closing Entries and the Work Sheet.
4. Financial Reporting and Analysis.
5. The Operating Cycle and Merchandising Operations.
6. Internal Control.
7. Inventories.
8. Cash and Receivables.
9. Current Liabilities and Fair Value Accounting.
10. Long-Term Assets.
11. Long-Term Liabilities.
12. Contributed Capital.
13. The Corporate Income Statement and the Statement of Stockholders' Equity.
14. The Statement of Cash Flows.
15. The Changing Business Environment: A Manager's Perspective.
16. Cost Concepts and Cost Allocation.
17. Costing Systems: Job Order.
18. Costing Systems: Process Costing.
19. Activity-Based Systems: ABM and JIT.
20. Cost Behavior Analysis.
21. The Budgeting Process.
22. Performance Management and Evaluation.
23. Standard Costing and Variance Analysis.
24. Short-Run Decision Analysis.
25. Capital Investment Analysis.
26. Pricing Decisions, Including Target Costing and Transfer Pricing.
27. Quality Management and Measurement.
28. Financial Performance Measurement.

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FINANCIAL STATEMENT ANALYSIS



BUSINESS ANALYSIS AND VALUATION: IFRS EDITION - TEXT AND CASES, 2E

Palepu; Peek; Bernard; Healy

This European adaptation of Business Analysis and Valuation teaches students how to use financial statement information to assess a firm's financial performance, value, and creditworthiness in accordance with International Financial Reporting Standards. The text is primarily aimed at Masters and upper-level undergraduate programs in business and builds a bridge between accounting and finance, therefore making it accessible to both finance and accounting students. The distinctive strengths of this text include a large number of real-world cases used to illustrate theory; the step-by-step analysis methodology, and the extensive discussion of strategy analysis. The presentation of material is based on business analysis before financial analysis, which ensures that financial analysis is approached in a real-world manner and is driven by strategy.

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BUSINESS ANALYSIS AND VALUATION: USING FINANCIAL STATEMENTS

Krishna G. Palepu, Harvard University; Paul M. Healy, Harvard University; Victor L. Bernard, University of Michigan; Sue Wright, Macquarie University

In an ever-changing strategic environment, it is essential to understand how accurately the financial statements filed by management reflect the health and value of a business. This first Australasian adaptation of Palepu and Healy's Business Analysis and Valuation helps readers analyse any company's financial statements to reveal its true condition and value.

By integrating strategic business knowledge into financial statement analysis, this book provides a strong framework for using financial statement data in a variety of business analysis and valuation contexts.

Relevant cases from Harvard Business School are integrated throughout, along with new Australian and regional cases to help students relate the theory to practice in an Asia-Pacific context.

FEATURES:

- Australasian adaptation of US Palepu, offering a regional focus.
- Australian case studies, including Michael Hill Jewellers, Evans & Tate, Metabolic and Billabong.
- Harvard Business School case studies authored primarily by Krishna Palepu and Paul Healy (authors of the US Palepu text).
- Closely aligned to International Financial Reporting Standards (IFRS) as they are currently adopted by the Australian Accounting Standards Board (AASB).

CONTENTS:

Part One: Framework

1. A Framework for Business Analysis and Valuation Using Financial Statements
CASE: The Role of Capital Market Intermediaries in the Dot-Com Crash of 2000

Part Two: Business Analysis and Valuation Tools

2. Strategy Analysis
CASE: Inventec Corporation
3. Overview of Accounting Analysis
APPENDIX: COMPARISON OF IFRS EQUIVALENT STANDARDS IN AUSTRALIA AND NEW ZEALAND
CASE: Harnischfeger Corporation
4. Implementing Accounting Analysis
APPENDIX: RECASTING FINANCIAL STATEMENTS INTO STANDARDIZED TEMPLATES
CASE: Revenue Recognition Problems in the Communications Equipment Industry
5. Financial Analysis
APPENDIX A: Michael Hill International Limited Financial Statements
APPENDIX B: Oronot Group Limited Financial Statements
CASE: The Home Depot Inc
6. Prospective Analysis: Forecasting
CASE: Krispy Kreme Doughnuts
7. Prospective Analysis: Valuation Theory and Concepts
APPENDIX: RECONCILING THE DISCOUNTED DIVIDENDS AND DISCOUNTED ABNORMAL EARNINGS MODELS
CASE: Valuation Ratios in the Restaurant Industry
8. Prospective Analysis: Valuation Implementation
CASE: Home Depot, Inc. in the new Millennium

Part Three: Business Analysis and Valuation Applications

9. Equity Security Analysis
CASE: United Parcel Services IPO
10. Credit Analysis and Distress Prediction
CASE: Amazon.com in the Year 2000
11. Mergers and Acquisitions
CASE: Schneider and Square D
12. Communication and Governance
CASE: Financial Reporting Problems at Molex, Inc. (A)

Part Four: Additional cases

- Billabong (NEW)
- Evans & Tate (NEW)
- Metabolic (NEW)
- America Online
- Boston Chicken, Inc
- Comdisco (A)
- Comdisco (B)
- Computer Associates International, Inc.
- Hewlett-Packard-Compaq: The Merger Decision
- Manufactured Homes, Inc.
- Oracle Systems Corporation
- CUC International, Inc. (A)
- Sensomatic Electronics Corporation - 1995
- Thermo Electron Corporation

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FINANCIAL ACCOUNTING AND REPORTING, 3E

Herve Stolowy, HEC School of Management; Michel J. Lebas, HEC School of Management; Yuan Ding, China-Europe International Business School (CEIBS)

Now in its third edition, this respected and widely used book provides an essential introduction to financial accounting and reporting for today's international business student. Written very much from the 'user' rather than the 'preparer' accounting perspective, the book is ideally suited to international business and accountancy students. It offers a non-prescriptive 'a-national' approach, together with an excellent understanding of comparative differences in accountancy practices. The authors provide clear and comprehensive guidance to all the complex concepts and issues in accounting (including double-entry bookkeeping), together with explanation of the more technical aspects of accounting transactions. The book is highly international in focus, being based on IFRS GAAP but also using lots of real-life company accounts from a wide range of worldwide companies as examples, to enable students to see how the issues appear in practice.

FEATURES:

- With the contribution of new co-author, Dr Yuan Ding, the new edition includes Chinese and Indian examples to increase international appeal
- Expanded and more detailed analysis to teach students how to critically analyze accounts and financial statements, and really engage them with the complex issues
- Increased coverage of relevant ethical accounting issues such as hedge accounting and fair value accounting
- Major development of coverage on the highly topical issues of financial assets, financial instrument and fair value
- Strengthened analysis of ratios and expanded coverage on pensions
- New and thoroughly updated real-life case examples and case studies
- Multiple-Choice Questions now included at the end of every chapter, as well as on the Companion Website

CONTENTS:

Part 1 Introduction to Financial Accounting
 Chapter 1 Accounting: The language of business
 Chapter 2 Introduction to financial statements
 Chapter 3 Financial statements: interrelations and construction
 Chapter 4 Accounting principles and end-of-period adjustments
 Part 2 Major Accounting Topics
 Chapter 5 Regulation of accounting and financial reporting
 Chapter 6 Revenue recognition issues
 Chapter 7 Tangible fixed assets
 Chapter 8 Intangible assets
 Chapter 9 Inventories
 Chapter 10 Financial elements in the balance sheet and fair value accounting
 Chapter 11 Shareholders' equity
 Chapter 12 Liabilities and provisions
 Chapter 13 Business combinations
 Chapter 14 Statement of cash flows
 Part 3 Financial Statement Analysis
 Chapter 15 Balance sheet analysis
 Chapter 16 Income statement analysis
 Chapter 17 Statement of cash flows analysis and earnings quality
 Chapter 18 Ratio analysis and synthesis

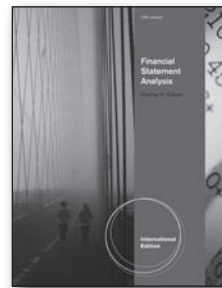
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FINANCIAL REPORTING, FINANCIAL STATEMENT ANALYSIS AND VALUATION, 7E

James M. Wahlen, Indiana University; Stephen P. Baginski, The University of Georgia; Mark Bradshaw

The new edition of Financial Reporting, Financial Statement Analysis and Valuation continues its tradition to be a balanced, flexible, and complete Financial Statement Analysis book. It is written with the premise that students learn financial statement analysis most effectively by performing the analysis on actual companies. Students learn to integrate the concepts from economics, business strategy, accounting, and other business disciplines through the integration of a unique six-step process.

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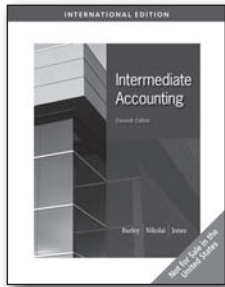
FINANCIAL STATEMENT ANALYSIS, 12E

Charles H. Gibson, The University of Toledo

This effective text emphasizes the analysis and interpretation of the end result of financial reporting--financial statements. The author focuses on the language and preparation of financial statements throughout. Students analyze real financial reports as they work with actual reports, 10Ks, proxy statements, other exhibits, and cases drawn from actual companies.

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INTERMEDIATE ACCOUNTING


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INTERMEDIATE ACCOUNTING, 11e

Loren Nikolai, University of Missouri at Columbia; John D. Bazley, University of Denver; Jefferson P. Jones, Auburn University

INTERMEDIATE ACCOUNTING, 11e, INTERNATIONAL EDITION provides the perfect combination of professional language and vibrant pedagogy to facilitate the transition from financial principles to the larger environment of financial reporting. To prepare students for professional accounting careers, the text's comprehensive coverage of GAAP and discussion of IFRS is clearly and consistently presented throughout the text. This coverage complements the authors' insight, which is in both the in-text commentary and the fully coordinated, author-written end-of-chapter material.

NEW TO THIS EDITION:

- New convergence overview: Appendix to Chapter 1 details the process that the FASB and IASB are using to converge U.S. GAAP and international GAAP. The Appendix includes a discussion of the short-term and long-term convergence projects, as well as a discussion of the issues involved in the convergence process.
- New Joint Conceptual Framework: Appendix to Chapter 2 summarizes the tentative Joint FASB and IASB Conceptual Framework. Notably, Exhibit 2-9 identifies the fundamental qualitative characteristics and their components, the enhancing qualitative characteristics, and the constraints to the framework. When adopted, this framework will replace the separate FASB and IASB Conceptual Frameworks and will be the conceptual underpinning for future GAAP.
- New IFRS financial statements: In Chapter 4, Example 4-3 shows a company's (Vodafone Group Plc) balance sheet prepared under IFRS. In Chapter 5, new Example 5-6 shows the company's income statement prepared under IFRS.
- Revised IFRS versus U.S. GAAP: In previous editions, the text included a section in chapters 4 through 23 that described the differences between IFRS and U.S. GAAP. In the eleventh edition, for each of these chapters the text includes at least one IFRS versus U.S. discussion box that contains an updated and expanded summary of the differences between the two.
- New IFRS homework: The eleventh edition includes new international questions, as well as an international requirement to at least one exercise and one problem in each of chapters 4 through 23.
- Fair value accounting: With the issuance of FASB Statement No. 157, fair value measurements have become increasingly important. To help students better understand these measurements, the section on measurement (valuation) of the elements of the balance sheet in Chapter 4 has been completely revised. This section now contrasts historical cost measurements with fair value measurements. Included in the fair value section is a discussion of the three levels of measurement described in FASB Statement No. 157. A new Exhibit 4-2 includes a diagram that shows students the steps necessary to measure and report fair value. Later chapters include new sections dealing with fair value for the respective topics, and the text still discusses how to measure

and use fair value for issues such as nonmonetary exchanges, impairments, share (stock) options, and pensions.

- New Review Exercises: These short exercises enable students to apply their knowledge of individual topics within the chapter.

FEATURES:

- Three-pronged approach: This approach to the discussion of statement of cash flows includes introduction, integration throughout the text where appropriate, and discussion of statement of cash flows after advanced topics are covered.
- Real-world focus: Compensatory share option plans, earning per share, and impairment of non-current assets are covered so the student gains an understanding of how this accounting information is used in the workplace.
- Real reports: This key feature tests the students' understanding by providing them with excerpts from real company reports and challenging them to answer several questions about the information they see.
- Ethical dilemmas: The ethical link between accounting practices and applications in the business world grows in importance daily. To help students develop their ethical compass, this feature puts students in the role of the decision maker faced with an ethical dilemma.
- End of chapter: INTERMEDIATE ACCOUNTING, 11e, INTERNATIONAL EDITION offers exercises, problems, and questions about contemporary accounting issues, while being the only such text on the market to contain AICPA-adapted multiple choice questions.
- Widely regarded as the best case material in the market, Bazley/Nikolai/Jones reflects AECB recommendations in the variety of communication, creative and critical thinking, and ethics cases as well as Research Simulations.
- Financial statement analysis: With early presentation (Ch. 6) and follow-up questions throughout the text, students can analyze and understand real financial data.

CONTENTS:

Part I: FINANCIAL REPORTING: CONCEPTS, FINANCIAL STATEMENTS, AND RELATED DISCLOSURES.

1. The Environment of Financial Reporting.
2. Financial Reporting: Its Conceptual Framework.
3. Review of a Company's Accounting System.
4. The Balance Sheet and the Statement of Changes in Stockholders' Equity.
5. The Income Statement and the Statement of Cash Flows.
6. Additional Aspects of Financial Reporting and Financial Analysis. Time Value of Money Module.

Part II: FINANCIAL REPORTING: ASSET VALUATION AND INCOME MEASUREMENT.

7. Cash and Receivables.
8. Inventories: Cost Measurement and Flow Assumptions.
9. Inventories: Special Valuation Issues.
10. Property, Plant, and Equipment: Acquisition and Disposal.
11. Depreciation and Depletion.
12. Intangibles.

Part III: FINANCIAL REPORTING: VALUATION OF LIABILITIES AND INVESTMENTS.

13. Current Liabilities and Contingencies.
14. Long-Term Liabilities and Receivables.
15. Investments.

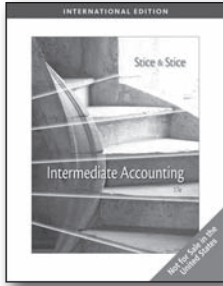
Part IV: FINANCIAL REPORTING: STOCKHOLDERS EQUITY.

16. Contributed Capital.
17. Earnings Per Share and Retained Earnings.

Part V: FINANCIAL REPORTING: SPECIAL TOPICS.

18. Income Recognition and Measurement of Net Assets.
19. Accounting for Income Taxes.
20. Accounting for Postemployment Benefits.
21. Accounting for Leases.
22. The Statement of Cash Flows.
23. Accounting Changes and Errors.

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INTERMEDIATE ACCOUNTING, 17E

Earl Stice, Brigham Young University; James Stice, Brigham Young University;
Fred Skousen, Brigham Young University

Study the central activities of a business, including today's hot topics, to learn accounting principles! INTERMEDIATE ACCOUNTING, International Edition presents a user/decision-making approach, combined with the necessary coverage of GAAP, to help you understand accounting in terms of what goes on in an actual business. The text's efficient format is not overwhelming, and it blends the core concepts of accounting principles with procedural applications. An expansive set of end-of-chapter material helps you prepare for exams.

NEW TO THIS EDITION:

- Updated International Accounting Coverage: As the business workplace becomes more global, students need to understand how accounting practices may differ depending on the countries involved in a transaction. Nearly every chapter includes updated coverage of this nature, and relevant sections that discuss international standards are flagged in the margin with an IASB icon.
- A new module on fair value accounting has been added in Part 1 to follow Time Value of Money Review.
- A new chapter (Chapter 22) offers coverage of International Financial Reporting Standards to reflect the changing nature of the financial reporting environment.

FEATURES:

- How and Why Framework: Following each learning objective, the authors provide additional reinforcement of the critical concepts by highlighting the procedural aspects (the "how") as well as the context (or "why") to which the concepts are applied. As students move through the chapter, they gain a greater understanding of both elements and can rationalize why businesses account for things they way they do. To further stress and show this framework as students read the chapter, relevant narrative is flagged by a design element to denote the "why."
- Statement of Cash Flows "Revisited" Chapter: Chapter 21 accommodates instructors who like extensive or additional coverage of the statement of cash flows in the second semester of the course. Note that the full chapter available in previous editions early in the text is still there (Chapter 5), which provides maximum coverage and flexibility of this important statement.
- Cumulative Spreadsheet Assignment: Found in the case section and featured at the end of Chapters 2-22, the cumulative spreadsheet assignment allows students to demonstrate and reinforce their understanding of the chapter topics by creating a spreadsheet that allows numerous variables to be modified and their effects to be monitored.
- Comprehensive Coverage in a Streamlined Format: The more important the topic, the greater detail in which it is covered. The authors have strived to spend more time discussing the most important topics of each chapter and to avoid wordiness on issues that are less important.
- Caution and FYI Boxes: Found throughout each chapter, these boxed features frequently emphasize additional points of interest or provide crucial

cautions.

- AEC Recommended Skills: This text's excellent end-of-chapter materials includes a newly streamlined case section that emphasizes critical thinking, communication, and teamwork skills important for success on the CPA exam. In addition to an extensive selection of discussion questions, practice exercises, exercises, and problems, the case activities are written to satisfy the skills-based curriculum endorsed by the AICPA's Core Competency Framework.

CONTENTS:

Part I: FOUNDATIONS OF FINANCIAL ACCOUNTING.

1. Financial Reporting.
2. A Review of the Accounting Cycle.
3. The Balance Sheet and Notes to the Financial Statements.
4. The Income Statement.
5. Statement of Cash Flows and Articulation.
6. Earnings Management.Module: Time Value of Money Review.Module: Fair Value.

Part II: ROUTINE ACTIVITIES OF A BUSINESS.

7. The Revenue/Receivables/Cash Cycle.
8. Revenue Recognition.
9. Inventory and Cost of Goods Sold.
10. Investments in Noncurrent Operating Assets - Acquisition.
11. Investments in Noncurrent Operating Assets - Utilization and Retirement.

Part III: ADDITIONAL ACTIVITIES OF A BUSINESS.

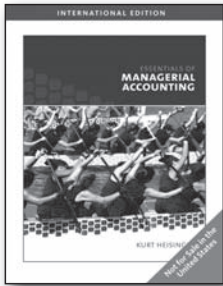
12. Debt Financing.
13. Equity Financing.
14. Investments in Debt and Equity Securities.
15. Leases.
16. Income Taxes.
17. Employee Compensation - Payroll, Pensions, and Other Compensation Issues.

Part IV: OTHER DIMENSIONS OF FINANCIAL REPORTING.

18. Earnings per Share.
19. Derivatives, Contingencies, Business Segments, and Interim Reports.
20. Accounting Changes and Error Corrections.
21. Statement of Cash Flows Revisited.
22. International Financial Reporting Standards.
23. Analysis of Financial Statements.

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MANAGERIAL ACCOUNTING



IE

ESSENTIALS OF MANAGERIAL ACCOUNTING

Kurt Heisinger, Sierra College

Concise and easy-to-understand, ESSENTIALS OF MANAGERIAL ACCOUNTING introduces students to the key concepts of managerial accounting by presenting information in short, bulleted segments. The key feature is the review problem that appears at the end of each segment in every chapter so students can apply what they learn immediately. Through real-world examples and realistic scenarios, this book shows how accounting concepts impact business decisions. Emphasis also is given to ethical considerations, which are explored in the book's opening section and in cases throughout the text. The 13-chapter paperback format provides students with the essential concepts they need in managerial accounting.

FEATURES:

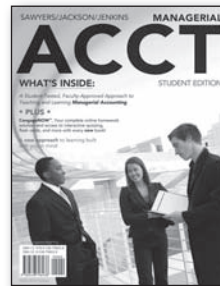
- Review problems at the end of the main sections in each chapter require students to apply what they have learned in the section. Students can master each concept before they continue with the next main section. Solutions to review problems appear in the end-of-chapter review.
- The thorough end-of-chapter material is divided into three sections. The Chapter in Review section summarizes learning objectives, key terms, and solutions to the chapter's review problems. The Chapter Assignments section includes questions, brief exercises, exercises, and problems that provide different levels of complexity. "One Step Further" consists of skill-building cases and comprehensive cases. Some cases involve group projects to encourage students to work effectively and efficiently in teams.
- Various features help students remember the information they read, such as Concept Checks in the margins and Key Points set off in screened boxes throughout the text.
- The author has incorporated many topics and scenarios to help keep students interested in managerial accounting and make the subject relevant. Chapter 1 begins with a section on ethical issues facing the industry, while Business in Action features help bring accounting to life. Spreadsheet applications, called Computer Applications, show students how to use Excel® in multiple capacities.
- CengageNOW Express is an online homework solution for accounting that delivers better student outcomes--NOW! CengageNOW Express encourages practice with the textbook homework that is central to success in accounting. It includes all end-of-chapter homework from the textbook, written by Kurt Heisinger; automatic grading to track students' progress; and course management tools such as an online grade book.

CONTENTS:

1. Introduction to Managerial Accounting.

2. Implementing Job Costing.
3. Using Activity-Based Costing and Activity-Based Management.
4. Implementing Process Costing.
5. Identifying Cost Behavior.
6. Using Cost-Volume-Profit Analysis.
7. Using Relevant Revenues and Costs to Make Decisions.
8. Using Capital Budgeting to Make Decisions.
9. Creating an Operating Budget.
10. Evaluating Performance Using Cost Variance Analysis.
11. Evaluating Performance in Decentralized Organizations.
12. The Statement of Cash Flows.
13. Financial and Nonfinancial Performance Measures.

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MANAGERIAL ACCT: 2010 STUDENT EDITION

Roby Sawyers, North Carolina State University; Steve Jackson, University of Southern Mississippi; Greg Jenkins, Virginia Polytechnic Institute and State University

Created through a "student-tested, faculty-approved" review process with over 300 students and 100 faculty, Managerial ACCT is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners. ACCT employs an engaging narrative that emphasizes strong and effective examples to convey and reinforce fundamental managerial accounting concepts and procedures. In an attempt to avoid excessive detail, the book focuses on the core concepts that students need to learn in the course through the use of streamlined chapter objectives, clarity of examples, and a visually engaging design. The book package is complemented by chapter review cards that can be useful study aids for quizzes or exams as well as a premium website that contains a host of valuable multimedia tools that aid in comprehension of the most important topics.

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 and 300 students.
- Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course.
- Chapter Review Cards at the back of the Student Editions provide students a portable study tool containing all of the pertinent information for class preparation. Comprehensive cards provide additional book-level concept overviews that will help in studying for final exams or mid-terms.
- 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, E-lectures,

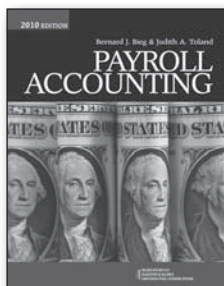
- flash cards, conceptual animations and more are only a click away.
- All of the content and resources you expect with a supplements package that is second to none including Solutions Manual, Examview Test Bank, Instructor's Manual, and Lecture PowerPoint.

CONTENTS:

1. Introduction to Managerial Accounting.
2. Product Costing: Manufacturing Processes, Cost Terminology, and Cost Flows.
3. Cost Behavior, Relevant Costs, and Variable Costing for Decision-Making.
4. Job Costing, Process Costing, and Operations Costing.
5. Activity-Based Costing.
6. Cost-Volume-Profit Analysis.
7. Relevant Costs and Product Planning Decisions.
8. Long Term (Capital Investment) Decisions.
9. Use of Budgets in Planning & Decision-Making.
10. Variance Analysis.
11. Decentralization, Performance Evaluation, and the Balanced Scorecard.
12. Financial Statement Analysis.
13. The Statement of Cash Flows.

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PAYROLL ACCOUNTING



PAYROLL ACCOUNTING 2010 (WITH COMPUTERIZED PAYROLL ACCOUNTING SOFTWARE CD-ROM), 20E

Bernard J. Bieg, Bucks County Community College; Judith A. Toland, Bucks County Community College

The annual revision of Bieg/Toland's market-leading PAYROLL ACCOUNTING 2010 text addresses all of the latest laws and up-to-the-minute updates regarding payroll. Students focus on applications rather than theory with strong end-of-chapter practice that reinforces concepts and provides invaluable hands-on learning experiences. Numerous new examples and real business applications enliven this edition and demonstrate the relevance of what students are learning. An extensive payroll project within the last chapter of the book gives students the opportunity to practice all they have learned, either manually or using leading payroll software. With each new book, students receive a Payroll Accounting software CD by leading authors Klooster and Allen.

NEW TO THIS EDITION:

- An easy-to-read Key Point Summary has been added at the end of each

- chapter.
- Chapter Openers have been rewritten to have a closer connection to the student.
- Comprehensive step-by-step solutions have been added to the Solutions Manual.
- A clear explanation of the rounding issues applicable to payroll accounting has been added for the student and instructor.
- The Achievement Test questions have been added to the Examview test bank greatly expanding the selection of test bank questions available to the instructor.

FEATURES:

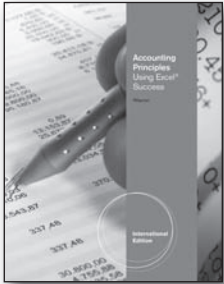
- OVER THE LINE Real World Ethics Cases illustrate situations where companies either intentionally or unintentionally crossed the boundaries of fairness in their interpretation of payroll laws.
- Revised Solutions Manual provides more steps to explain solutions in detail and clarify student understanding where appropriate.
- New intriguing examples, engaging real-world applications, and even humorous anecdotes add new life and excitement to this edition's topics.
- Up-to-the-minute tax law changes addressed throughout this annual revision ensure that you and your students are working with the latest payroll information.
- Klooster and Allen's Integrated Accounting for Payroll, no additional cost when bundled with the PAYROLL ACCOUNTING text, provides the opportunity for students to solve the Comprehensive Payroll Project in Chapter 7 using this updated, leading accounting software.
- End-of-chapter practices integrate MS Excel as well as the new MS Accounting software with important Excel templates that provide additional practice for the Continuing Payroll Problem, the Comprehensive Payroll Project, and other problems. An Excel primer on the Instructor's Resource CD and accompanying text website provides the background students need.
- Easy-to-follow text presentation, including intriguing examples, self-study questions, and comprehensive end-of-chapter practice, help ensure students comprehend and can apply the information they've learned.
- Learning Objectives noted in the margins allow readers to easily reference content that corresponds with specific objectives from the text.

CONTENTS:

1. The Need for Payroll and Personnel Records.
2. Computing Wages and Salaries.
3. Social Security Taxes.
4. Income Tax Withholdings.
5. Unemployment Compensation Taxes.
6. Analyzing and Journalizing Payroll.
7. Payroll Project.

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PRINCIPLES OF ACCOUNTING


IE

ACCOUNTING PRINCIPLES USING EXCEL® SUCCESS

James Reeve, University of Tennessee; Carl S. Warren, University of Georgia; Jonathan Duchac, Wake Forest University

Built with the modern business world in mind, this hallmark principles text now offers an innovative 4-step system for students to: (1) Read the accounting concept and illustration, (2) Follow the same concept using the Excel Success Example, (3) Practice using the "Try It" Tutorial, and (4) Apply knowledge by completing the Excel Success Problem. This text reinforces key accounting concepts through 6 basic Excel formulas. Students will build an Excel "portfolio" to demonstrate basic competencies in accounting and Excel.

FEATURES:

- Each chapter offers basic Excel Success Examples to help students understand accounting concepts. These illustrations are clear and easy-to-understand so that students can learn independently and at their own pace. Students will learn how to use Excel as a helpful tool in accounting.
- Try It! Tutorials: These hands-on Excel tutorials are posted online and show students how to solve accounting problems. Students practice accounting and manipulate spreadsheets using basic Excel formulas in a simple, step-by-step format.
- End of Chapter Exercises: These exercises reinforce and extend the students' understanding of the accounting concept by asking students to use Excel, software that is commonly used in business today.
- Guiding Principles System: Students easily locate the information they need to master course concepts with the "Guiding Principles System (GPS)" at the beginning of every chapter. This innovative system plots a course through the chapter content by displaying the chapter objectives, major topics related to each chapter objective, and related Example Exercises. The reference to the "At a Glance" chapter summary completes this proven system that leads students quickly to the information they need.
- Enhanced Example Exercises: Reinforce concepts and build students' confidence through Example Exercises, which create consistency between the chapter presentation and assignable material. Students follow the authors' example in the chapter to complete the Practice Exercises at the end of the chapter. With consistent labeling references between the Example Exercises and Practice Exercises, students get the guidance and practice they need.

CONTENTS:

1. Introduction to Accounting and Business.
2. Analyzing Transactions.
3. The Adjusting Process.
4. Completing the Accounting Cycle.
5. Accounting Systems.
6. Accounting for Merchandising Businesses.

7. Inventories.
8. Sarbanes Oxley, Internal Controls, & Cash.
9. Receivables.
10. Fixed Assets and Intangible Assets.
11. Current Liabilities & Payroll.
12. Accounting for Partnerships and Limited Liability Companies.
13. Corporations: Organization, Capital Stock Transactions, and Dividends.
14. Long-Term Liabilities: Bonds and Notes.
15. Investments and Fair Value Accounting. Complete Financial Statements for Mornin' Joe.
16. Statement of Cash Flows.
17. Financial Statement Analysis.
18. Introduction to Managerial Accounting.
19. Job Order Cost Systems.
20. Process Cost Systems.
21. Cost Behavior and Cost-Volume-Profit Analysis.
22. Budgeting.
23. Performance Evaluation Using Variances from Standard Costs.
24. Performance Evaluation for Decentralized Operations.
25. Differential Analysis and Product Pricing.
26. Capital Investment Analysis.

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IE

ACCOUNTING PRINCIPLES, 11E

Marian Powers, Northwestern University; Belverd E. Needles, Jr., DePaul University; Susan V. Crosson, Santa Fe Community College, Florida

Powers/Needles/Crosson delivers interactive pedagogy by illustrating accounting principles and real-world examples to encourage critical thinking. This revision is based on an understanding of the nature, culture, and motivations of today's students and on extensive feedback from instructors. These substantial changes meet the needs of students, who not only face a business world increasingly complicated by ethical issues, globalization, and technology, but who also have more demands on their time. To help them meet these challenges, this textbook shows students how business transactions, which are the result of business decisions, are recorded in a way to show their effects on the financial statements. Built on historically strong pedagogy, this edition demonstrates strengthened transaction analysis and its link to the accounting cycle.

NEW TO THIS EDITION:

- Maintaining a solid foundation in double-entry accounting, there are more in-text journal entries and T-accounts throughout the financial accounting chapters. In Chapter 2 of Business Transactions, the relationship of transaction analysis to the accounting cycle has been clarified. In Chapter 6 on Merchandising Accounting, transaction illustrations exist for all transactions mentioned in the chapter. The authors have reduced excessive detail, shortened headings, simplified explanations, and increased readability.
- Partnerships, Special Journals, and T-Accounts have returned to the 11th edition! A completely new, streamlined textbook design emphasizes the

pedagogy. T-accounts and journals have assigned colors to help new accounting students identify them easily.

- International Financial Reporting Standards and fair value have been integrated throughout the book where accounting standards have changed and also in the Business Focus features where applicable. All current events, statistics, and tables have been updated for the latest data.
- CengageNOW is an easy-to-use online homework solution that helps you study in less time to get the grade you want.

FEATURES:

- Use of Well-Known Public Companies: This textbook also offers examples from highly recognizable public companies, such as CVS Caremark, Southwest Airlines, Dell Computer and Netflix to relate basic accounting concepts and techniques to the real world. Chapter 5: How to Read an Annual Report helps students interpret financial information. The latest available data is used in exhibits to incorporate the most recent FASB pronouncements. The authors illustrate current practices in financial reporting by referring to data from Accounting Trends and Techniques (AICPA) and integrating international topics wherever appropriate.
- Every learning objective within each chapter has a “Stop & Apply” feature that illustrates and solves a short exercise. This helps students apply their knowledge in a step-by-step manner.
- Focus on Business Practice features have been added or updated to reflect what is going on in the real world, such as IFRS.
- Study Notes appear in the margins of the textbook and alert students to common misunderstandings of concepts and techniques; key ratio and cash flow icons, which highlight discussions of profitability and liquidity; and accounting equations. Icons and equations appear in the financial chapters (Chapters 1-17).

CONTENTS:

1. Uses of Accounting Information and the Financial Statements.
2. Analyzing Business Transactions.
3. Measuring Business Income.
4. Completing the Accounting Cycle.
5. Financial Reporting and Analysis.
6. The Operating Cycle and Merchandising Operations.
7. Internal Control.
8. Inventories.
9. Cash and Receivables.
10. Internal Control.
11. Long-Term Assets.
12. Contributed Capital.
13. Long-Term Liabilities.
14. The Corporate Income Statement and the Statement of Stockholders' Equity.
15. The Statement of Cash Flows.
16. Financial Performance Measurement.
17. Partnerships.
18. The Changing Business Environment: A Manager's Perspective.
19. Cost Concepts and Cost Allocation.
20. Costing Systems: Job Order.
21. Costing Systems: Process Costing.
22. Activity-Based Systems: ABM and Lean.
23. Cost Behavior Analysis.
24. The Budgeting Process.
25. Performance Management and Evaluation.
26. Standard Costing and Variance Analysis.
27. Short-Run Decision Analysis.
28. Capital Investment Analysis

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ACCOUNTING: CONCEPTS AND APPLICATIONS, 11E

IE

James D. Stice, Brigham Young University; Earl K. Stice, Brigham Young University; W. Steve Albrecht, Brigham Young University; Monte R. Swain, Brigham Young University

This new edition by Stice, Stice, Albrecht and Swain guides students through the what, why and how of accounting in today's business world. This textbook offers a solid presentation of concepts and procedures blended with a wealth of real company examples and solved exercises to ensure student success in the practical application of fundamental accounting principles. Students will learn to effectively use and prepare accounting information for decision making with various features that encourage critical thinking, highlight ethical considerations, and consider global implications.

NEW TO THIS EDITION:

- Superior Readability through Streamlined Presentation – This textbook has always engaged students with a lively and accessible writing style and, in this edition, the authors have carefully edited the text to further enhance the presentation of the material.
- Restructured Learning Objectives – Now in an easy to read what/why/how format, learning objectives guide students through mastering the chapter's material while reinforcing the relevance and application of these fundamental concepts.
- New Do This Feature – This edition now directly connects concepts with application by including brief solved exercises at the end of relevant sections. The Do This boxes provide students with an effective framework to apply to similar examples.
- New International Feature – As businesses increasingly operate in a global economy, new International boxes have been included in this edition to compare US accounting standards with practices abroad and highlight shifts in ideology.
- Updated End of Chapter Assignments – End of chapter assignments have been updated throughout this edition to reflect the latest developments in accounting and the most current data for real companies.

FEATURES:

- Concepts and Application Approach – This text explicitly demonstrates the application of fundamental accounting concepts. Learning objectives highlight the key concept, its importance, and how to apply it in a concise what/why/how format. The lively writing style and clear examples that follow effectively teach these core principles.
- Relevancy in Today's Business World – This text offers multiple features to relate core accounting concepts to real life. The text's unique and realistic approach, emphasizing business activities, provides a solid framework for understanding how an organization performs its primary business activities.
- Ethics and Critical Thinking Skills – Stop & Think boxes, which provide thought-provoking issues that reinforce the importance of developing critical thinking skills. In addition, Chapter 5 is devoted to the importance of ethical behavior and each chapter includes a problem on ethics. Judgment Call problems at the end of the chapter ask the student to respond to various business situations, encouraging independent decision-making.
- Wide Variety of Assignments – Students practice accounting skills with an array of hands-on assignments at the end of each chapter. Practice exercises offer quick concept checks that are ideal for in-class practice. Exercises and Problems delve deeper into the concepts, testing students' retention of critical topics and procedures. Analytical Assignments offer discussion activities and critical-thinking exercises. Comprehensive Problems at the end of relevant parts offer an opportunity to tie multiple concepts together in a single problem to ensure information retention and comprehension.

CONTENTS:

PART I: FINANCIAL REPORTING AND THE ACCOUNTING CYCLE.

1. Accounting Information: Users and Uses.
2. Financial Statements: An Overview.
3. The Accounting Cycle: The Mechanics of Accounting.
4. Completing the Accounting Cycle.
5. Internal Controls: Ensuring the Integrity of Financial Information.

PART II: OPERATING ACTIVITIES.

6. Receivables: Selling a Product or Service.
7. Inventory and the Cost of Sales.
8. Completing the Operating Cycle.

PART III: INVESTING AND FINANCING ACTIVITIES.

9. Investments: Property, Plant, and Equipment and Intangible Assets.10. Financing: Long-Term Liabilities.
11. Financing: Equity.
12. Investments: Debt and Equity Securities.

PART IV: OTHER DIMENSIONS OF FINANCIAL REPORTING.

13. Statement of Cash Flows.
14. Analyzing Financial Statements.

PART V: FOUNDATIONS OF MANAGEMENT ACCOUNTING.

15. Management Accounting and Cost Concepts.
16. Cost Flows and Business Organizations.
17. Activity-Based Costing.

PART VI: CONTROL IN A MANAGEMENT ACCOUNTING SYSTEM.

18. Budgeting and Control.
19. Controlling Cost and Profit.

PART VII: MAKING DECISIONS USING MANAGEMENT ACCOUNTING.

20. Cost Behavior and Decisions using C-V-P Analysis.
21. Relevant Information and Decisions.
22. Capital Investment Decisions.

PART VIII: CONTINUOUS IMPROVEMENT IN MANAGEMENT ACCOUNTING.

23. New Measures of Performance.

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CONTEMPORARY ACCOUNTING, 7E

Mike Bazley, University of Murdoch; Phil Hancock, University of Western Australia

Now in its seventh edition, Contemporary Accounting continues to provide a strong conceptual and practical framework for students of introductory accounting.

Comprehensively revised and updated, this new edition addresses the most recent developments in financial reporting. Current issues reported include sustainable reporting, fair value accounting and the global financial crisis.

Providing a wealth of contemporary local and international examples, Contemporary Accounting, 7e, provides students with an engaging introduction to accounting principles and modern accounting issues and practices.

NEW TO THIS EDITION:

- NEW sections on Standard-setting process, preparing a simplified statement of comprehensive income, and a simplified statement of changes in equity, corporate failures in Australia and fair values in the sub-prime lending debacle.
- NEW Case studies and articles exploring current issues such as climate change and sustainable reporting, fair value accounting, sub-prime debt, bank debt, ABC Learning, ethical investments, ASX reporting on non-financial risks and executive salaries.
- EXPANDED coverage of fair value in relation to economic crisis, triple bottom line in relation to climate change, corporate failures

FEATURES:

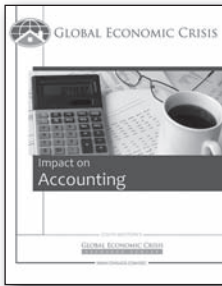
- Learning objectives referenced throughout each chapter give a clear sense of what is covered in the chapter.
- Key concepts boxes within each chapter bring special attention to important points, and provide precise definitions.
- Review exercises throughout each chapter (with solutions) help students test their understanding of key concepts.
- Case studies and newspaper articles in each chapter help students relate their study of introductory accounting to the real-world business environment.
- Worked examples throughout guide students through important concepts.
- End-of-chapter summaries provide a review of each chapter's important concepts.
- End-of-chapter review questions enable students to test their comprehension of key concepts in the chapter.
- Ethics case studies included in each chapter to highlight the ethical implications of concepts discussed.
- The Woolworths IFRS half-year report is included as an appendix.

CONTENTS:

1. Introduction to Accounting
2. The financial reporting framework

3. Wealth and the measurement of profit
4. Presentation of financial position and the worksheet
5. Presentation of financial performance and the worksheet
6. Debtors, creditors, accruals and prepayments
7. Inventories and work in progress
8. Non-current assets and depreciation
9. Financing and business structures
10. Final accounts, partnerships and companies
11. Internal control of cash, statement of cash flows and other issues
12. Corporate failures, corporate governance and triple bottom line reporting
13. Financial statement analysis
14. Internal users, internal information, and planning and control
15. Capital investment decisions
16. Basic cost management concepts
17. Cost behaviour and cost-volume-profit analysis
18. Accounting for decisions making: with and without resource constraints
19. Budgets
20. Performance measurement and the balance scorecard

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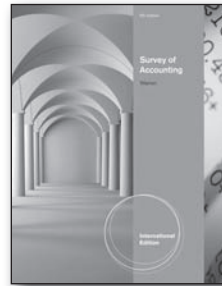
GLOBAL ECONOMIC CRISIS: IMPACT ON ACCOUNTING

GEERC,

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

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SURVEY OF ACCOUNTING



IE

SURVEY OF ACCOUNTING, 5E

Carl Warren, University of Georgia

SURVEY OF ACCOUNTING, 5E, International Edition provides an overview of the basic topics for financial and managerial accounting, without emphasizing the use of debits and credits. Written for students who have no prior knowledge of accounting, this text emphasizes how accounting reports are used by managers, investors, and other business stakeholders. The unique Integrated Financial Statement Framework shows how transactions impact the three primary financial statements, showing the integrated nature of accounting. The Fifth Edition offers CengageNOW to help you complete homework and track your progress online.

NEW TO THIS EDITION:

- Designed for today's students, the fifth edition has been extensively revised using an innovative, high-impact writing style that emphasizes topics in a concise and clearly written manner. Direct sentences, concise paragraphs, numbered lists, and step-by-step calculations provide students with an easy-to-follow structure for learning accounting. This is achieved without sacrificing content or rigor.
- All real-world company data has been updated. This includes The Hershey Company, Home Depot, Starbucks, and Microsoft, among other real-world examples included in the text.
- Data and solutions to all end-of-chapter exercises and problems have been updated.

FEATURES:

- The unique Integrated Financial Statement Framework shows how transactions impact the three primary financial statements, showing the integrated nature of accounting.
- Illustrative Problems with solutions: The Illustrative Problem at the end of each chapter helps students better understand the chapter concepts by representative, sample problems with solutions.
- Comprehensive manufacturing example: A comprehensive example featuring the Legend Guitar Company illustrates the manufacturing processes and provides students with a framework to discuss managerial accounting topics.
- Simple-to-complex student-friendly format: Throughout this edition, accounting concepts are presented in a simple-to-complex format that invites learning. Basic accounting concepts are introduced in Chapter 2 using cash transactions. Accrual accounting concepts and transactions are introduced in Chapter 3.
- Non-procedural approach: This book emphasizes how financial reports are used by business stakeholders to make business decisions rather than focusing on debit and credit terminology.
- Flexibility to emphasize debits and credits: Appendix A on Double Entry

Accounting creates flexibility by providing you with the necessary materials to cover debits and credits if you prefer.

CONTENTS:

1. The Role of Accounting in Business.
2. Basic Accounting Concepts.
3. Accrual Accounting Concepts.
4. Accounting for Merchandising Businesses.
5. Sarbanes-Oxley, Internal Control, and Cash.
6. Receivables and Inventories.
7. Fixed Assets and Intangible Assets.
8. Liabilities and Stockholders' Equity.
9. Financial Statement Analysis.
10. Accounting Systems for Manufacturing Businesses.
11. Cost Behavior and Cost-Volume-Profit Analysis.
12. Differential Analysis and Product Pricing.
13. Budgeting and Standard Cost Systems.
14. Performance Evaluation for Decentralized Operations.
15. Capital Investment Analysis.

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Accounting
Business Law
Economics, Finance and Real Estate
Management and Decision Sciences
Marketing

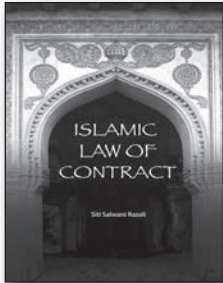
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Sectional Catalog

2010 - 2011

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Business Law
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BUSINESS LAW - ISLAMIC LAW OF CONTRACT



ISLAMIC LAW OF CONTRACT

Siti Salwani Razali, International Islamic University Malaysia

This book discusses the elements of contract and the issues in the formation of contract in both Common Law and Islamic Law. Chapters in the book contain all the elements of contract and the issues in contract such as principles of gharar, doctrine of Khiyar and mistake. The author compares and contrasts the issues between Common Law and Islamic Law, citing relevant authorities and cases before providing her own analysis and findings.

NEW TO THIS EDITION:

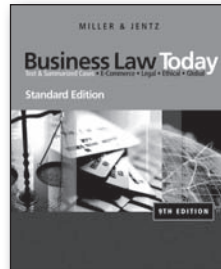
- Discusses the elements of contract and the issues in the formation of contract in both Common Law and Islamic Law.
- Written in a very simple language yet the discussion is detailed and extensive.
- Suitable to anyone who wants to know how the law of contract works under Common Law and Islamic Law.

CONTENTS:

1. Introduction
2. Legal Capacity
3. The Islamic Doctrine Of Khiyar (Options)
4. Subject Matter (Mahal 'Aqd)
5. The Doctrine Of Mistake (Ghalat)

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BUSINESS LAW - SUMMARIZED CASES



BUSINESS LAW TODAY, STANDARD EDITION, 9E

Roger Miller, Institute for University Studies, Arlington, Texas; Gaylord A. Jentz, University of Texas at Austin, Emeritus

Interesting, clear, and applied, BUSINESS LAW TODAY: STANDARD EDITION is the ideal guide to the law and what it means in the business world--from contracts and secured transactions to warranties and government regulations. Easy to understand with an engaging writing style that is matched by vibrant visuals, BUSINESS LAW TODAY includes coverage of contemporary topics that impact not only the business world, but your life--from the economic crisis and its impact on business law to identity theft and immigration law.

NEW TO THIS EDITION:

- "Linking the Law" to [Finance, Accounting, Economics, Management, Marketing, etc.]: These special features appear in selected chapters to underscore how the law relates to various other disciplines in the business school curriculum, providing vital and practical information to students on how the subjects they study are interconnected. These features conclude with a "For Critical Analysis" section to reinforce the text's emphasis on critical thinking skills.
- New Highlighted and Numbered Case Examples: To provide more case examples to illustrate legal concepts, numbered "Case Examples" are integrated throughout the text along with the numbered hypothetical "Examples".
- New Chapter on Cyber Crime: Cyber Crime is becoming an increasingly critical problem for businesses today. Chapter 7, "Cyber Crime", addresses the enormous problem of identity theft, computer crimes, and the debate over the extent of Internet Service Providers' immunity for Web content.
- New Coverage of Immigration Law: Chapter 24 on employment law now includes a section on immigration law as this issue now impacts many businesses. It also includes 2009 changes to the Family Medical Leave Act, and an updated discussion of electronic monitoring of employees.

FEATURES:

- Case Treatment: Summarized cases facilitate understanding. Extended Case Studies are featured at the end of each text unit, highlighting a recent court case relating to one of the unit's topics. The background and facts are first presented, then are followed by the majority and dissenting opinions. "Questions for Analysis" then encourage students to evaluate the legal, ethical, economic, international, or general business application of the case. Special emphasis is given to classic cases by setting them off with a special heading and logo, and they include a "Comment" section that stresses how important the court's decision has been to the evolution of the law in that

- area.
- **Critical Thinking:** Critical thinking questions conclude the in-text features (including the photo captions). Plus, selected cases include a “What If the Facts Were Different?” section that asks students how the decision might be different if the fact pattern was different. “For Critical Analysis” questions require the students to think critically about some topic discussed in the chapter.
 - **Global Perspective:** “Beyond Our Border” sections cover a broad array of topics that relate to the international business environment in more depth.
 - **Application Rich:** Found in approximately half of the chapters, “Applications” offers practical advice on ways to navigate the legal waters of the business environment. Each “Application” concludes with a checklist on how to avoid legal problems. The remaining chapters will conclude with the new “Linking” feature, which applies business law to other business disciplines.
 - **Ethical Issues:** Integrated throughout the text these features address ethical dilemmas related to the chapter topic. Included at the end of the chapter, “A Question of Ethics” questions ask students to look at both the legal and ethical issues revolving around hypothetical situations.
 - **Chapter Review and Case Analysis:** Use the chapter concluding “Reviewing ...” feature to help students solidify their understanding of the chapter materials.

CONTENTS:

UNIT ONE: THE LEGAL ENVIRONMENT OF BUSINESS.

1. The Legal Environment.
2. Constitutional Law.
3. Courts and Alternative Dispute Resolution.
4. Torts and Cyber Torts.
5. Intellectual Property and Internet Law.
6. Criminal Law.
7. Cyber Crime
8. Ethics and Business Decision Making.

UNIT TWO: CONTRACTS.

9. Nature and Classification.
10. Agreement in Traditional and E-Contracts.
11. Consideration, Capacity, and Legality.
12. Defenses to Contract Enforceability.
13. Third Party Rights and Discharge.
14. Breach and Remedies.

UNIT THREE: COMMERCIAL TRANSACTIONS.

15. The Formation of Sales and Lease Contracts.
16. Performance and Breach of Sales and Lease Contracts.
17. Warranties and Product Liability.
18. Negotiable Instruments: Transferability and Liability.
19. Checks and Banking in the Digital Age.
20. Security Interests in Personal Property.
21. Creditors' Rights and Bankruptcy.
22. International Law in a Global Economy.

UNIT FOUR: AGENCY AND EMPLOYMENT LAW.

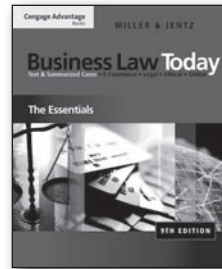
23. Agency Relationships in Business.
 24. Employment, Immigration, and Labor Law.
 25. Employment Discrimination.
- UNIT FIVE: BUSINESS ORGANIZATIONS**
26. Sole Proprietorships and Private Franchises.
 27. All Forms of Partnership.
 28. Limited Liability Companies and Special Business Forms.
 29. Corporate Formation, Merger, and Termination.
 30. Corporate Directors, Officers, and Shareholders.
 31. Investor Protection, Insider Trading, and Corporate Governance.

UNIT SIX: GOVERNMENT REGULATION.

32. Promoting Competition.
33. Consumer and Environmental Law.
34. Liability of Accountants and other Professionals.

UNIT SEVEN: PROPERTY AND ITS PROTECTION.

35. Personal Property and Bailments.
36. Real Property and Landlord-Tenant Law.
37. Insurance, Wills, and Trusts.



BUSINESS LAW TODAY, THE ESSENTIALS, 9^E

Roger Miller, *Institute for University Studies, Arlington, Texas*; Gaylord A. Jentz, *University of Texas at Austin, Emeritus*

Interesting, clear, and applied, BUSINESS LAW TODAY: THE ESSENTIALS is your concise guide to the law and what it means in the business world--from contracts and secured transactions to warranties and government regulations. Easy to understand with an engaging writing style that is matched by vibrant visuals, BUSINESS LAW TODAY includes coverage of contemporary topics that impact not only the business world, but your life such as identity theft. Fascinating features and intriguing cases highlight the material's practicality. The text's companion website includes resources to help you study, such as sample answers to the end-of-chapter case problem features; Internet exercises; and interactive quizzes for every chapter.

NEW TO THIS EDITION:

- “Linking the Law” to [Finance, Accounting, Economics, Management, Marketing, etc.]: These special features appear in selected chapters to underscore how the law relates to various other disciplines in the business school curriculum, providing vital and practical information to students on how the subjects they study are interconnected. These features conclude with a “For Critical Analysis” section to reinforce the text’s emphasis on critical thinking skills.
- New Highlighted and Numbered Case Examples: To provide more case examples to illustrate legal concepts, numbered “Case Examples” are integrated throughout the text along with the numbered hypothetical “Examples.”
- New Chapter on Cyber Crime: Cyber Crime is becoming an increasingly critical problem for businesses today. Chapter 7, “Cyber Crime,” addresses the enormous problem of identity theft, computer crimes, and the debate over the extent of Internet Service Providers’ immunity for Web content.
- ExamPrep: Each chapter concludes with an “ExamPrep” section that includes “Issue Spotters” so students can check their comprehension of some of the legal concepts covered in the chapter (answers are available on the companion website) and a reference to the Online Quizzes that students can also use to prepare for quizzes and exams.

FEATURES:

- **Case Treatment:** Summarized cases facilitate understanding. Special emphasis is given to classic cases by setting them off with a special heading and logo, and they include a “Comment” section that stresses how important the court’s decision has been to the evolution of the law in that area.
- **Global Perspective:** “Beyond Our Border” sections are included in selected chapters and cover a broad array of topics that relate to the international business environment in more depth.
- **Application Rich:** Found in approximately half of the chapters, “Applications”

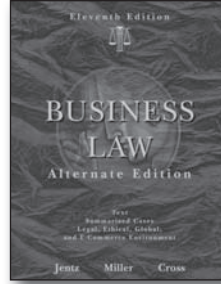
offers practical advice on ways to navigate the legal waters of the business environment. Each "Application" concludes with a checklist on how to avoid legal problems.

- **Ethical Issues:** Integrated throughout the text, these features address ethical dilemmas related to the chapter topic. Included at the end of the chapter, "A Question of Ethics" questions ask students to look at both the legal and ethical issues revolving around hypothetical situations.
- **Critical Thinking:** Critical thinking questions conclude the in-text features (including the photo captions). Plus, selected cases include a "What If the Facts Were Different?" section that asks students how the decision might be different if the fact pattern was different. "For Critical Analysis" questions require the students to think critically about some topic discussed in the chapter.
- **Chapter Review:** Use the chapter concluding "Reviewing..." feature to help students solidify their understanding of the chapter materials. Also, to help students grasp some of the more difficult legal topics, "Concept Summaries" are integrated throughout the text.

CONTENTS:

1. The Historical and Constitutional Foundations.
2. Ethics and Business Decision Making.
3. Courts and Alternative Dispute Resolution.
4. Torts and Cyber Torts.
5. Intellectual Property and Internet Law.
6. Criminal Law
7. Cyber Crime.
8. Contracts: Nature, Classification, Agreement, and Consideration.
9. Contracts: Capacity, Legality, Assent, and Form.
10. Contracts: Third Party Rights, Discharge, Breach, and Remedies.
11. Sales and Leases: Formation, Title, and Risk.
12. Sales and Leases: Performance and Breach.
13. Warranties, Product Liability, and Consumer Law.
14. Negotiable Instruments.
15. Checks and Banking in the Digital Age.
16. Creditors' Rights and Bankruptcy.
17. Agency.
18. Employment Law.
19. The Entrepreneur's Options.
20. Corporations.
21. Investor Protection, Insider Trading, and Corporate Governance.
22. Promoting Competition.
23. Personal Property, Bailments, and Insurance.
24. Real Property and Environmental Law.
25. International Law in a Global Economy.

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BUSINESS LAW, ALTERNATE, 11E

Gaylord A. Jentz, Herbert D. Kelleher Emeritus Professor in Business Law; Roger Miller, Institute for University Studies, Arlington, Texas; Frank B. Cross, University of Texas, Austin

A summarized case version of the best-selling title for this course, BUSINESS LAW, ALTERNATE EDITION offers a comprehensive, authoritative, and student friendly delivery of classic black letter law blended with cutting-edge coverage of contemporary issues and cases. A successful combination of undergraduate-oriented pedagogy with traditional law school-like content makes the law accessible, interesting, and relevant for readers. The cases, content, and features of the exciting new eleventh edition have been meticulously and thoroughly updated, representing the latest developments. Ethical, global, and e-commerce themes are integrated throughout, and numerous critical-thinking exercises challenge students to apply what they've learned to real-world issues. The text also offers an unmatched range of support materials--including innovative online teaching and learning resources.

NEW TO THIS EDITION:

- **Case enhancements:** A text known for its outstanding selection and editing of cases, this edition brings back some of the classic cases from earlier editions as well as incorporating many new cases and case problems from 2007 and 2008. Some of the latest and most significant legal developments and court decisions have been incorporated throughout.
- **Expanded ethics treatment:** The Ethics chapter has been revised to be more practical, now utilizing more of a case-study approach to business ethics and ethical dilemmas facing businesspeople.
- **Even more critical thinking:** New "Insight" features (which integrate e-commerce, ethics, and global environment topics throughout) conclude with two "Critical Thinking" questions.
- **Thought-provoking topical extensions:** All new for this edition, "Contemporary Legal Debates" and "Emerging Trends" features expand the coverage of selected topics and encourage critical thinking, illustrating how the law is constantly evolving in response to both technological developments and the needs and concerns of society and business.

FEATURES:

- **Highly-praised case treatment:** Offers an effective mix of classic and landmark cases with recent cases on hot topics that not only provide modern examples of business law but also that are of high interest to students. Case examples are summarized (in the words of the author) and have been carefully selected and edited to strike a successful balance between student accessibility and appeal and solid illustration of how courts interpret and apply the law.
- **Strong critical-thinking/legal reasoning skill development:** Selected cases conclude with "What If the Facts Were Different?" questions that alter the facts of the case and ask the student to decide if the same ruling would result.
- **From theory to practice:** Chapters conclude with "Reviewing" hypothetical scenarios that pose a series of questions that require students to identify

the legal issues and apply the legal concepts covered in the chapter.

- The latest course management tools: CengageNOW is a unique Web-based application that enables you to create and administer text-specific assignments easily that are automatically graded.

CONTENTS:

Part I: THE LEGAL ENVIRONMENT OF BUSINESS.

1. Introduction to Law and Legal Reasoning.
2. Courts and Alternative Dispute Resolution.
3. Court Procedures.
4. Constitutional Authority to Regulate Business.
5. Ethics and Business Decision Making.

Part II: TORTS AND CRIMES.

6. Intentional Torts.
7. Negligence and Strict Liability.
8. Intellectual Property and Internet Law.
9. Criminal Law and Cyber Crimes.

Part III: CONTRACTS AND E-CONTRACTS.

10. Nature and Terminology.
11. Agreement.
12. Consideration.
13. Capacity and Legality.
14. Mistakes, fraud, and Voluntary Consent.
15. The Statute of Frauds--the Writing Requirement.
16. Third Party Rights.
17. Performance and Discharge.
18. Breach of Contract and Remedies.
19. E-Contracts and E-Signatures.

Part IV: DOMESTIC AND INTERNATIONAL SALES AND LEASE CONTRACTS.

20. The Formation of Sales and Lease Contracts.
21. Title, Risk, and Insurable Interest.
22. Performance and Breach of Sales and Lease Contracts.
23. Warranties and Product Liability.

Part V: NEGOTIABLE INSTRUMENTS.

24. The Function and Creation of Negotiable Instruments.
25. Transferability and Holder in Due Course.
26. Liability, Defenses, and Discharge.
27. Checks and Banking in the Digital Age.

Part VI: CREDITORS' RIGHTS AND BANKRUPTCY.

28. Creditors' Rights and Remedies.
29. Secured Transactions.
30. Bankruptcy Law.

Part VII: AGENCY AND EMPLOYMENT.

31. Agency Formation and Duties.
32. Liability to Third Parties and Termination.
33. Employment and Labor Law.
34. Employment Discrimination.

Part VIII: BUSINESS ORGANIZATIONS.

35. Sole Proprietorships and Franchises.
36. Partnerships and Limited Liability Partnerships.
37. Limited Liability Companies and Special Business Forms.
38. Corporations-Formation and Financing.
39. Corporations-Directors, Officers, and Shareholders.
40. Corporations-Merger, Consolidation, and Termination.
41. Corporations-Securities Law and Corporate Governance.
42. Law for Small Businesses.

Part IX: GOVERNMENT REGULATION.

43. Administrative Law.
44. Consumer Law.
45. Environmental Law.
46. Antitrust Law in a Global Context.

Part X: PROPERTY.

47. Personal Property and Bailments.
48. Real Property and Landlord-Tenant Relationships.

Part XI: SPECIAL TOPICS.

49. Insurance.
50. Wills, Trusts, and Elder Law.
51. Professional Liability and Accountability.

52. International Law in a Global Economy.

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BUSINESS LAW: PRINCIPLES AND PRACTICES, 8E

Arnold J. Goldman, Law Firm of Goldman @ Goldman; William D. Sigismond, Monroe Community College

Current, jargon free, and filled with many examples, the 8th Edition of BUSINESS LAW: PRINCIPLES AND PRACTICES, International Edition covers legal rights and responsibilities in both the public and private sectors. Co-authored by Arnold J. Goldman, a practicing attorney and William D. Sigismond, an experienced business law educator, this clear, straightforward text avoids court jargon and shows rather than tells students about the law using fascinating hypothetical examples and ethics cases. Hypothetical examples immediately follow discussion of concepts to further reinforce understanding. The 8th Edition is updated throughout to reflect recent changes in the law.

NEW TO THIS EDITION:

- COMPLETELY UPDATED THROUGHOUT, the 8th Edition reflects recent changes in the law.
- MANY NEW "CASES FOR REVIEW" and "Questions & Problems for Discussion" help students to reinforce their understanding of key legal concepts.
- PRINT STUDY GUIDE, for those students who want to further test their comprehension of the legal topics covered in the text, a print study guide is available with the 8th Edition.

FEATURES:

- THE AUTHORS' CLEAR, CONVERSATIONAL STYLE—with difficult terminology, sentence length, and chapter length carefully controlled to an appropriate reading level—helps students more easily understand the material.
- FASCINATING EXAMPLES—hypothetical examples are integrated throughout to give students concrete examples of the concepts presented.
- MANY LEARNING TOOLS—including "Chapter Preview," "Chapter Highlights," "Cases for Review," "Questions & Problems for Discussion," definitions in the margins, key terms, illustrative figures, tables, and more—guide students as they progress through each chapter.
- AN INTERESTING ETHICS CASE located at the end of each of the book's nine "Parts" enables students to apply their understanding of ethics as it relates to businesses and business arrangements.
- "SUPPOSE YOU'RE THE JUDGE" CASES located at the end of each "Part" present trial scenarios, arguments, and follow-up activities that ask the student to hypothesize as to what the outcome would be if he/she were the judge.

CONTENTS:

PART I: UNDERSTANDING THE LAW.

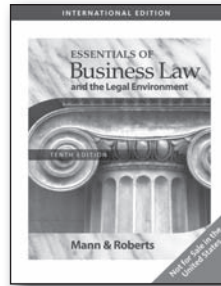
1. Foundations of Law and the Role of Ethics in Business.
2. The Federal and State Court Systems and Their Constitutional Foundation.
3. Criminal Law: Traditional and Cybercrimes.
4. Tort Law: Traditional and Cybertorts.
5. Litigation and Alternatives for Settling Civil Disputes.

PART II: TRADITIONAL AND E-CONTRACTS.

6. Contract Law: A Beginning.
7. Agreement: Offer and Acceptance.
8. Consideration.
9. Capacity.
10. Legality.
11. Formal Requirements—Statute of Frauds/E-Signatures.

12. Transfer of Contract Rights and Duties.
 13. The Termination of Contracts: Discharge.
 14. The Termination of Contracts: Breach of Contract.
- PART III: PURCHASE, SALE, AND LEASE OF GOODS UNDER THE UCC.**
15. Formation of Sales and Lease Contracts.
 16. The Sales Contract: Transfer of Title and Risk of Loss.
 17. The Sales Contract: Performance, Breach, and Remedies for Breach.
 18. Products Liability Law.
- PART IV: NEGOTIABLE INSTRUMENTS.**
19. Nature and Types of Negotiable Instruments.
 20. Issue, Transfer, and Discharge of Negotiable Instruments.
 21. Rights and Duties of Parties.
 22. Checks, the Banking System, and E-Money.
- PART V: AGENCY, EMPLOYMENT, AND LABOR LAW.**
23. Employer-Employee Relationship.
 24. Principal-Agent Relationship.
 25. Principal-Agent, Employer-Employee, and Third-Party Relationships.
- PART VI: BUSINESS ORGANIZATION AND REGULATION.**
26. Sole Proprietorships, Partnerships, and Limited Liability Organizations.
 27. Corporations and Franchising.
 28. Government Regulation of Business.
- PART VII: REAL AND PERSONAL PROPERTY, BAILMENTS, AND WILLS AND ESTATE PLANNING.**
29. Basic Legal Concepts of Property.
 30. Renting Real Property.
 31. Buying and Selling Real Property.
 32. Nature and Types of Bailments.
 33. Special Bailments.
 34. Wills, Intestacy, and Estate Planning.
- PART VIII: CONSUMER AND CREDIT PROTECTION.**
35. Protecting the Consumer and the Taxpayer.
 36. Protecting the Borrower.
 37. Protecting the Creditor.
- PART IX: INSURANCE.**
38. Property, Casualty, and Automobile Insurance.
 39. Personal Insurance.

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ESSENTIALS OF BUSINESS LAW AND THE LEGAL ENVIRONMENT, 10E

Richard A. Mann, *The University of North Carolina, Chapel Hill*; Barry S. Roberts, *The University of North Carolina, Chapel Hill*

ESSENTIALS OF BUSINESS AND THE LEGAL ENVIRONMENT, 10th is an ideal choice for the one- or two-term business law course that is often required for business and accounting majors within today's business departments. This authoritative, yet reader-friendly text answers the needs for instructors who use summarized rather than edited case and who prefer a "black letter law" flavor rather than a "business applied" approach.

NEW TO THIS EDITION:

- **STRENGTHEN STUDENTS' LEGAL REASONING SKILLS WITH NEW APPLYING THE LAW FEATURE** —Teach your students how to effectively analyze and apply legal reasoning to cases and legal issues using the Issue, Rule, Application and Conclusion (IRAC) method. Students hone their abilities as each Applying the Law feature depicts a realistic situation that focuses on a single chapter's concept in one of 13 select chapters in this edition.
- **PRESENT RECENT AS WELL AS LANDMARK DECISIONS WITH MORE THAN 35 NEW AND UPDATED CASES** —Intriguing, summarized cases within this edition's fresh student-friendly design capture students' attention, providing summarized facts, decisions and opinions for reader clarity. An interpretation following each case details how the content relates to chapter materials.
- **EMPHASIZE THE IMPACT OF THE INTERNET ON TODAY'S LAW WITH INTEGRATED CYBERLAW CONTENT** —Now reorganized to appear throughout the edition wherever it corresponds with chapter discussion, dynamic Cyber Law content clearly demonstrates today's e-commerce and how the Internet relates to and influences legal processes and business transactions.

FEATURES:

- **EMPHASIZE BUSINESS APPLICATION WITH BUSINESS LAW IN ACTION** —Give students meaningful insights into why they should learn legal concepts and how today's managers apply the law with these longer examples of business law in action within contemporary workplace situations. Students see an auto manufacturer's use of arbitration, find out about consumer protection and Truth-in-Lending disclosures, examine good corporate governance, and more.
- **DEMONSTRATE LEGAL CONCEPTS AT WORK IN BUSINESS TODAY WITH PRACTICAL ADVICE** —Practical Advice scenarios throughout the text illustrate how business people apply legal concepts to today's common business situations.
- **HIGHLIGHT HOW ETHICS APPLY TO BOTH BUSINESS AND LAW WITH INTEGRATED ETHICS CASE STUDIES** —A variety of managerial case studies rather than court cases in Chapter 2 demonstrate how ethics apply to business as well as law. Students examine corporate governance, corporate scandals, and Sarbanes Oxley. In addition, an Integrated Ethics Case walks students through an insider trading situation at Vulcan, Inc., a realistic multinational, Fortune-200 company and provides opportunity to debate a variety of related

- ethical issues.
- **EXPLORE TODAY'S INTRIGUING ETHICAL QUESTIONS WITH ETHICAL DILEMMA BOXES** – Captivating Ethical Dilemmas boxes throughout this edition explore a series of social, procedural and ethical questions within the context of common managerial situations.
- **APPLY CHAPTER CONCEPTS WITH CRITICAL THINKING ACTIVITIES** – Guide students in examining legal policies or reasoning surrounding a court's decision and strengthen their analytical skills with Critical Thinking Questions that follow every chapter case. Proven end-of-chapter Questions and Problems highlight realistic and actual situations and case problems to help students apply chapter concepts.

CONTENTS:

Part I: INTRODUCTION TO LAW AND ETHICS.

1. Introduction to Law.
2. Business Ethics.

Part II: THE LEGAL ENVIRONMENT OF BUSINESS.

3. Civil Dispute Resolution.
4. Constitutional Law.
5. Administrative Law.
6. Criminal Law.
7. Intentional Torts.
8. Negligence and Strict Liability.

Part III: CONTRACTS.

9. Introduction to Contracts.
10. Mutual Assent.
11. Conduct Invalidating Assent.
12. Consideration.
13. Illegal Bargains.
14. Contractual Capacity.
15. Contracts in Writing.
16. Third Parties to Contracts.
17. Performance, Breach, and Discharge.
18. Contract Remedies.

Part IV: SALES.

19. Introduction to Sales and Leases.
20. Performance.
21. Transfer of Title and Risk of Loss.
22. Product Liability: Warranties and Strict Liability.
23. Sales Remedies.

Part V: NEGOTIABLE INSTRUMENTS.

24. Form and Content.
25. Transfer.
26. Holder in Due Course.
27. Liability of Parties.
28. Bank Deposits, Collections, and Funds Transfers.

Part VI: AGENCY.

29. Relationship of Principal and Agent.
30. Relationship with Third Parties.

Part VII: BUSINESS ASSOCIATIONS.

31. Formation and Internal Relations of General Partnerships.
32. Operation and Dissolution of General Partnerships.
33. Limited Partnerships and Limited Liability Companies.
34. Nature and Formation of Corporations.
35. Financial Structure of Corporations.
36. Management Structure of Corporations.
37. Fundamental Changes of Corporations.

Part VIII: DEBTOR AND CREDITOR RELATIONS.

38. Secured Transactions and Suretyship.
39. Bankruptcy.

Part IX: REGULATION OF BUSINESS.

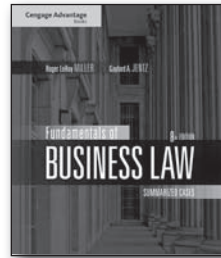
40. Securities Regulation.
41. Intellectual Property.
42. Employment Law.
43. Antitrust.
44. Accountants' Legal Liability.
45. Consumer Protection.
46. Environmental Law.

47. International Business Law.

Part X: PROPERTY.

48. Introduction to Property, Property Insurance, Bailments, and Documents of Title.
49. Interests in Real Property.
50. Transfer and Control of Real Property.
51. Trusts and Wills.

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FUNDAMENTALS OF BUSINESS LAW SUMMARIZED CASES, 8E

Roger Miller, Institute for University Studies, Arlington, Texas; Gaylord A. Jentz, University of Texas at Austin, Emeritus

Brief and affordable, FUNDAMENTALS OF BUSINESS LAW: SUMMARIZED CASES focuses on core business law topics, including contracts and sales. Summarized cases are integrated throughout the text to illustrate key points of law. FUNDAMENTALS OF BUSINESS LAW: SUMMARIZED CASES is ideal for the one-term course that focuses primarily on contracts and sales.

NEW TO THIS EDITION:

- **A Thorough Revision:** This edition covers the latest topics—a must for business law students. Highlights include an updated chapter on ethics (Chapter 3) to include a section on backdating stock options and new examples on corporate fraud, including the fraudulent practices surrounding the marketing of the painkiller OxyContin; updated chapter on creditors' rights and bankruptcy (21) to include a section on the mortgage-foreclosure issue that resulted in the passage of the Foreclosure Prevention Act of 2008; updated cases; and updated examples.
- **More Critical Thinking Elements:** Many chapters now include, in the end-of-chapter materials, a Critical Thinking and Writing Assignment for Business, which asks student to think critically about some aspect of the business law covered in the chapters.
- **Enhanced Learning Tools:** To help students check their comprehension, each chapter conclude with a new feature titled Reviewing [chapter topic]. These features present a hypothetical scenario and ask a series of questions that require students to identify the issues and apply legal concepts discussed in the chapter.
- **Practical Applications:** Virtually every chapter includes a new feature titled Preventing Legal Disputes. This feature offers practical advice to business owners and managers on how to avoid legal problems.

FEATURES:

- **Critical Thinking/Legal Reasoning Emphasis:** Unit-ending "Extended Case Study" features are designed to help the students develop skills in the area of legal reasoning.
- **Case Enhancements:** A majority of the cases and many of the case problems in this edition are new.
- **Ethics Integration:** Ethical topics and issues coverage includes accounting and

professional liabilities as well as social business responsibility discussed in light of the Sarbanes-Oxley Act.

- Applied Focus: "Management Perspectives" pique interest and aid learning by demonstrating the material's practicality. They describe practical issues facing management.
- Cyberlaw Integration: Coverage of Cyberlaw is integrated throughout the text as appropriate, illustrating to students how cyberlaw is based on existing law and existing precedents. "Adapting the Law to the Online"
- Student Learning Aids: Each chapter includes a variety of features designed to help students learn, study, master, and retain the material, including highlighted, numbered examples; chapter learning objectives; review questions; and visual chapter summaries.

CONTENTS:

Part I: THE LEGAL ENVIRONMENT OF BUSINESS.

1. The Legal and Constitutional Environment of Business.
2. Traditional and Online Dispute Resolution.
3. Ethics and Business Decision Making.

Part II: TORTS AND CRIMES.

4. Torts and Cyber Torts.
5. Intellectual Property and Internet Law.
6. Criminal Law and Cyber Crimes.

Part III: CONTRACTS.

7. Nature and Classification.
8. Agreement and Consideration.
9. Capacity and Legality.
10. Defenses to Contract Enforceability.
11. Third Party Rights and Discharge.
12. Breach and Remedies.
13. E-Contracts and E-Signatures.

Part IV: SALES AND LEASE CONTRACTS.

14. The Formation of Sales and Lease Contracts.
15. Title and Risk of Loss.
16. Performance and Breach of Sales and Lease Contracts.
17. Warranties and Product Liability.

Part V: NEGOTIABLE INSTRUMENTS.

18. Negotiability, Transferability, and Liability.
19. Checks and Banking in the Digital Age.

Part VI: DEBTOR-CREDITOR RELATIONSHIPS.

20. Security Interests in Personal Property.
21. Creditors' Rights and Bankruptcy.

Part VII: EMPLOYMENT RELATIONS.

22. Agency Relationships.
23. Employment Law and Immigration.

Part VIII: BUSINESS ORGANIZATIONS.

24. Sole Proprietorships, Partnerships, and Limited Liability Companies.
25. Corporate Formation, Financing, and Termination.
26. Corporate Directors, Officers, and Shareholders.
27. Investor Protection, Insider Trading and Corporate Governance.

Part IX: PROPERTY AND ITS PROTECTION.

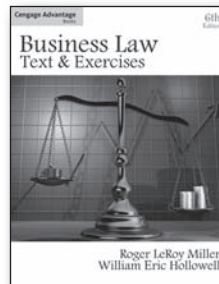
28. Personal Property and Bailments.
29. Real Property and Landlord-Tenant Law.
30. Insurance, Wills, and Trusts.

Part X: SPECIAL TOPICS.

31. Liability of Accountants and Other Professionals.
32. International Law in a Global Economy.

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BUSINESS LAW - SURVEY



BUSINESS LAW, TEXT AND EXERCISES, 6E

Roger Miller, *Institute for University Studies, Arlington, Texas*; William E. Hollowell, *Institute For University Studies, Arlington, Texas*

Concise, straightforward, and student-friendly, BUSINESS LAW: TEXT AND EXERCISES captures basic business law in a practical manner. The Sixth Edition is specifically designed to help readers master the legal concepts and doctrines presented, and to give experience in applying basic legal principles to common business situations. Hypothetical examples are used for illustration rather than real court cases.

NEW TO THIS EDITION:

- Linking the Law to Your Career: Concluding selected chapters, this new feature ties the chapter material to real-world situations students may encounter in the business world.
- Summaries Linked to Outcomes: The Chapter Summaries now specifically identify, and are linked to, the "Learning Outcomes" at the beginning of the chapters.
- Easily Identifiable Examples: Integrated throughout the chapters, examples are now highlighted and numbered to help clarify and locate the legal concepts that are covered.
- GamePoints and RockOn: These scenarios ask students to apply chapter content to a hypothetical situation revolving around electronic games or set in the music and entertainment industry.

FEATURES:

- Exhibits: The exhibits, shown in graphic or summary form, help students grasp the essential concepts pertaining to a specific area of the law or legal doctrine.
- Business Orientation: Since most students will be entering the business world, many of the "In Your Courtroom" features and in-text examples have a business orientation.
- In the Courtroom: Three to six case examples are used to illustrate the point of law being discussed throughout each chapter. Each chapter includes one "In the Courtroom" example that is based on an actual case. Case citations for these cases are available in the Instructor's Manual.
- Facing a Legal Problem: Each chapter begins with an appropriate and straightforward legal problem. At the end of each chapter, "Answering the Legal Problem" repeats and then answers the legal problem.
- End-of-chapter Problems: Each chapter concludes with two or three hypothetical case problems and one or more actual case problems, enabling students to check their comprehension of the material.
- Work Sets: A set of true/false and multiple-choice questions at the end of each chapter allows students to test their understanding of the chapter content. "Issue Spotters" are also included at the end of the Work Sets, providing hypothetical fact problems and black letter law questions on key

issues.

- Summaries linked to Outcomes. The Chapter Summaries now specifically identify, and are linked to, the “Learning Outcomes” at the beginning of the chapters.

CONTENTS:

Unit 1: THE LAW AND OUR LEGAL SYSTEM.

1. Introduction to the Law and Our Legal System.
2. Ethics.
3. The Role of Courts in Our Legal System.
4. Constitutional Law.
5. Torts and Cyber Torts.
6. Intellectual Property.
7. Criminal Law.

Unit 2: CONTRACTS.

8. Introduction to Contracts.
9. Offer and Acceptance.
10. Consideration.
11. Capacity.
12. The Legality of Agreements.
13. Mistakes and Other Contract Defects.
14. Written Contracts.
15. Third Party Rights.
16. Contract Discharge and Remedies.
17. E-Contracts.

Unit 3: SALES AND LEASES.

18. Introduction to Sales and Lease Contracts.
19. Title and Risk of Loss.
20. Performance and Breach.
21. Warranties and Product Liability.
22. Consumer Protection.

Unit 4: NEGOTIABLE INSTRUMENTS.

23. The Essentials of Negotiability.
24. Transferability and Liability.
25. Checks, the Banking System, and E-Money.

Unit 5: AGENCY AND EMPLOYMENT.

26. Agency.
27. Employment Law.
28. Discrimination and Labor Law.

Unit 6: BUSINESS ORGANIZATIONS.

29. Sole Proprietorships, Partnerships, and Limited Liability Companies.
30. Formation and Termination of a Corporation.
31. Ownership and Management of a Corporation.

Unit 7: CREDIT AND RISK

32. Secured Transactions.
33. Creditors' Rights and Remedies.
34. Bankruptcy.
35. Insurance.

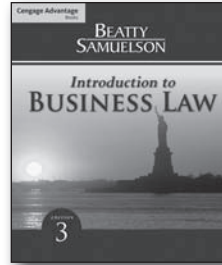
Unit 8: PROPERTY.

36. Personal Property and Bailments.
37. Real Property.
38. Landlord and Tenant.
39. Wills and Trusts.

Unit 9: SPECIAL TOPICS.

40. Administrative Law.
41. Antitrust.
42. International Law.

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INTRODUCTION TO BUSINESS LAW, 3E

Jeffrey F. Beatty, Boston University; Susan S. Samuelson, Boston University

In a cost-effective, manageable format, INTRODUCTION TO BUSINESS LAW, Third Edition presents the full range of business law topics in a series of fast-paced, brief chapters. Developed with business students in mind and filled with intriguing stories, you'll find this text easy to read and hard to put down. Reviewing for exams has never been easier with the built-in, end-of-chapter study guide that will save you time and help you master key concepts.

NEW TO THIS EDITION:

- A SHORTER, GREATLY REWRITTEN EDITION--Based on feedback from instructors throughout the country, the 3rd Edition offers concise, yet complete, coverage in 32 brief chapters and in just 600 pages. The revised table of contents includes two chapters on torts; three on contracts; one each on negotiable instruments, agency, consumer law, environmental law, employment law, employment discrimination law, estate planning, and insurance; as well as four chapters on business organization and three on property.
- NEW “EXAM STRATEGY” FEATURES INTERSPERSED THROUGHOUT THE BOOK--Offering many practical examples and applications that help students learn the critical thinking process necessary to apply the law, these new features are organized into a “Question–Strategy–Result” format helping students to effectively analyze legal situations.
- NEW “EXAM REVIEW” SECTIONS AT THE END OF EVERY CHAPTER--Providing a comprehensive study tool for students, these sections include a review of key concepts; “Exam Strategy” exercises; a “Practical Exam” that includes matching, true/false, and multiple-choice questions; and thought-provoking, short-answer questions.
- NEWLY HIGHLIGHTED KEY TERMS--Definitions of key terms are now located in the margins for greater emphasis and ease of use.

FEATURES:

- CONCISE, YET COMPLETE, COVERAGE IN A COST-EFFECTIVE TWO-COLOR FORMAT--Offering concise coverage of the full range of business law topics in just 600 pages with cases summarized clearly in the authors' own language, students find Beatty and Samuelson's text the right choice for the one-term course.
- FAST PACED, “BITE-SIZED” CHAPTERS: Brief and dynamic, each chapter is only about 20 pages long. Students find the reading engaging and easy to understand, and they can quickly and easily digest the manageable content of each chapter.
- A UNIQUE CONVERSATIONAL NARRATIVE: This text was developed with business students, not law students, in mind. This text conveys legal material in a conversational style that engages students like no other text.
- A BUILT-IN STUDY GUIDE INCLUDING NEW “EXAM REVIEW”: The end-of-chapter material is extensive and designed to be used as a built-in study guide for student review and practice.
- CRITICAL THINKING FEATURES: The book's features are integrated into the chapter flow so they are not skipped over as the student is reading.

CONTENTS:

UNIT 1. THE LEGAL ENVIRONMENT.

1. Introduction to Law.
2. Business Ethics and Social Responsibility.
3. Courts, Litigation, and Alternative Dispute Resolution.
4. Constitutional, Statutory, Administrative, and Common Law.
5. Intentional Torts and Business Torts.
6. Negligence and Strict Liability.
7. Criminal Law.
8. International Law.

UNIT 2. CONTRACTS.

9. Introduction to Contracts.
10. Legality, Consent, Writing.
11. Conclusion to Contracts.
12. Sales and Product Liability.
13. Negotiable Instruments.
14. Secured Transactions.
15. Bankruptcy.

UNIT 3. AGENCY AND EMPLOYMENT LAW.

16. Agency.
17. Employment Law.
18. Employment Discrimination.
19. Labor Law.

UNIT 4. BUSINESS ORGANIZATIONS.

20. Starting a Business: LLCs and Other Options.
21. Corporations.
22. Government Regulation: Securities and Antitrust.
23. Accountants' Liability.

Unit 5. PROPERTY AND CONSUMER LAW.

24. Consumer Law.
25. Environmental Law.
26. Cyberlaw.
27. Intellectual Property.
28. Real Property.
29. Landlord-Tenant Law.
30. Personal Property and Bailment.
31. Estate Planning.
32. Insurance.

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LAW FOR BUSINESS, 17E

John Ashcroft, Member of the Missouri Bar; Janet Ashcroft, Member of the Missouri Bar

LAW FOR BUSINESS, 17e, International Edition offers a practical approach to law that emphasizes current, relevant topics you need to succeed in contemporary business. Cases throughout the text highlight issues such as trademark infringement, computer tampering, pollution, agency, and employment-at-will. Plus, timely coverage of business ethics and the law gives you new insight into recent corporate scandals and indictments. Ashcroft and Ashcroft use short chapters, a four-color design, real-world examples and applications, and integrated learning objectives to make business law approachable and engaging for all students.

NEW TO THIS EDITION:

- New Court Cases have been added to the 17th edition to illustrate today's most compelling business litigations and ethical stands of various entities.
- Up-to-date coverage on the legal consequences of today's financial situation. "Truth in Lending Act," a legislation taking effect in 2010, is one of the many new topics included in the 17th edition.

FEATURES:

- Ethical Points Questions: Brief ethical questions appear in the margins. These questions explore the variety of ethical issues that may arise in business situations. "Ethical Points" highlight pertinent ethical issues, show the relationships between law and ethics, and serve as a basis for class discussion.
- Ethics in Practice: Each text Part ends with an "Ethics in Practice" hypothetical business situation, which asks students to consider the ethical implications. "Ethics in Practice" reinforces the importance of ethical responsibility in today's climate of corporate scandal and recrimination.
- Learning Objectives. Chapters are unified by "Learning Objectives." These provide an integrated learning system that helps students master the material and helps instructors match content to specific learning outcomes. Margin icons indicate where "Learning Objectives" outlined at the beginning of each chapter are first discussed within the body of the chapter, and appear again with the end-of-chapter case problems to explicitly tie assignment material together with the appropriate concept from the chapter.
- Real-World Cases: Every case example, problem, and summary is from an actual U.S. court case. The case summaries in each chapter are very brief, easy-to-understand applications of the concepts, and are carefully chosen to illustrate practical situations the typical student audience for this text can easily relate to or in which they could potentially see themselves in everyday life or on the job.
- Preview Cases: Every chapter begins with a "Preview Case" to capture student interest and introduce the issues to be discussed. Each "Preview Case" ends with a question that is answered in the boxed feature, called "Preview Case Revisited," when that topic appears in the chapter sequence.

CONTENTS:**PART I: THE LEGAL SYSTEM AND THE LEGAL ENVIRONMENT OF BUSINESS.**

1. Introduction to Law.
2. Courts and Court Procedure.
3. Business Torts and Crimes.
4. Government Regulation of Business.

PART II: CONTRACTS.

5. Nature and Classes of Contracts.
6. Offer and Acceptance.
7. Capacity to Contract.
8. Consideration.
9. Defective Agreements.
10. Illegal Agreements.
11. Written Contracts.
12. Third Parties and Contracts.
13. Termination of Contracts.

PART III: PERSONAL PROPERTY.

14. Nature of Personal Property.
15. Special Bailments.PART IV: SALES.
16. Sales of Personal Property.
17. Formalities of a Sale.
18. Transfer of Title and Risk in Sales Contracts.
19. Warranties, Product Liability, and Consumer Protection.

PART V: NEGOTIABLE INSTRUMENTS.

20. Nature of Negotiable Instruments.
21. Essentials of Negotiability
22. Promissory Notes and Drafts.
23. Negotiation and Discharge.
24. Liabilities of Parties and Holders in Due Course.
25. Defenses.

PART VI: AGENCY AND EMPLOYMENT.

26. Nature and Creation of an Agency.
27. Operation and Termination of an Agency.
28. Employer and Employee Relations
29. Employees' Rights.
30. Labor Legislation.

PART VII: BUSINESS ORGANIZATION.

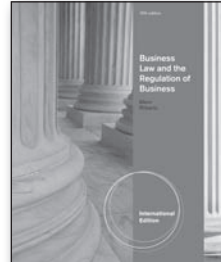
31. Introduction to Business Organization.
32. Creation and Operation of a Partnership.
33. Dissolution of a Partnership.
34. Nature of a Corporation.
35. Ownership of a Corporation.
36. Management and Dissolution of a Corporation.

PART VIII: RISK-BEARING DEVICES.

37. Principles of Insurance.
38. Types of Insurance.
39. Security Devices.
40. Bankruptcy.PART IX: REAL PROPERTY.
41. Nature of Real Property.
42. Transfer of Real Property.
43. Real Estate Mortgages.
44. Landlord and Tenant.
45. Wills, Inheritances, and Trusts.

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BUSINESS LAW – EXCERPTED CASES



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BUSINESS LAW AND THE REGULATION OF BUSINESS, 10E

Richard A. Mann, The University of North Carolina, Chapel Hill; Barry S. Roberts, The University of North Carolina at Chapel Hill

Praised by students for its accurate and straightforward coverage of the law, BUSINESS LAW AND THE REGULATION OF BUSINESS, 10E, International Edition illustrates how legal concepts can be applied to common business situations. This book's comprehensive, yet succinct approach provides the depth of coverage ideal for business success and CPA exam preparation without the technical jargon.

NEW TO THIS EDITION:

- **STRENGTHEN STUDENTS' LEGAL REASONING SKILLS WITH NEW APPLYING THE LAW FEATURE:** This new feature specifically outlines the use of the Issue, Rule, Application and Conclusion (IRAC) method and is designed to strengthen students' ability to use legal reasoning in case and issue analysis. Each feature depicts a hypothetical situation based on a single chapter concept and appears once in (13) selected chapters.
- **INTRODUCE THE LATEST DEVELOPMENTS IN BUSINESS LAW TODAY:** Updates throughout this edition ensure your course reflects the latest important developments in contemporary business law, including expanded coverage of the Third Restatement in Chapters 8 and 29 and its application in principal and agent relationships, and up-to-date coverage of the new 2009 Credit Card Bill of Rights in chapter 45.
- **MORE THAN 35 NEW AND UPDATED CASES:** The 10th edition features over (35) new and updated intriguing cases.
- **ENSURE STUDENT COMPREHENSION WITH END-OF-CHAPTER QUESTIONS AND CASE PROBLEMS RESHAPED TO REFLECT YOUR NEEDS**—Based on your feedback, numerous end-of-chapter questions and case problems still retain the language of the court whenever possible, but are restructured to enhance student understanding.

FEATURES:

- **EXCERPTED CASES IN THE LANGUAGE OF THE COURT:** All of the cases have
- **APPLY CHAPTER CONCEPTS WITH CRITICAL THINKING ACTIVITIES**—Guide students in examining legal policies or reasoning surrounding a court's decision and strengthen their analytical skills with Critical Thinking Questions that follow every chapter case.
- **HIGHLIGHT HOW ETHICS APPLY TO BOTH BUSINESS AND LAW WITH INTEGRATED ETHICS CASE STUDIES**—A variety of managerial case studies rather than court cases in Chapter 2 demonstrate how ethics apply to business as well as law.
- **EMPHASIZE BUSINESS APPLICATION WITH BUSINESS LAW IN ACTION**

—Give students meaningful insights into why they should learn legal concepts and how today’s managers apply the law with these longer examples of business law in action within contemporary workplace situations.

- **DEMONSTRATE LEGAL CONCEPTS AT WORK IN BUSINESS TODAY WITH PRACTICAL ADVICE** —Practical Advice scenarios throughout the text illustrate how business people apply legal concepts to today’s common business situations.

CONTENTS:

PART I: Introduction to Law and Ethics.

1. Introduction to Law.
2. Business Ethics.

PART II: The Legal Environment of Business.

3. Civil Dispute Resolution.4 Constitutional Law.
5. Administrative Law.
6. Criminal Law.
7. Intentional Torts.
8. Negligence and Strict Liability.

PART III: Contracts.

9. Introduction to Contracts.
10. Mutual Assent.
11. Conduct Inviolating Assent.
12. Consideration.
13. Illegal Bargains.
14. Contractual Capacity.
15. Contracts in Writing.
16. Third Parties to Contracts.
17. Performance, Breach, and Discharge.
18. Contract Remedies.

PART IV: Sales.

19. Introduction to Sales and Leases.
20. Performance.
21. Transfer of Title and Risk of Loss.
22. Product Liability: Warranties and Strict Liability.
23. Sales Remedies.

PART V: Negotiable Instruments.

24. Form and Content.
25. Transfer.
26. Holder in Due Course.
27. Liability of Parties.
28. Bank Deposits, Collections, and Funds Transfers.

PART VI: Agency.

29. Relationship of Principal and Agent.
30. Relationship with Third Parties.

PART VII: Business Associations.

31. Formation and Internal Relations of General Partnerships.
32. Operation and Dissolution of General Partnerships.
33. Limited Partnerships and Limited Liability Companies.
34. Nature and Formation of Corporations.
35. Financial Structure of Corporations.
36. Management Structure of Corporations.
37. Fundamental Changes of Corporations. Brown – 5.

PART VIII: Debtor and Creditor Relations.

38. Secured Transactions and Suretyship.
39. Bankruptcy.

PART IX: Regulation of Business

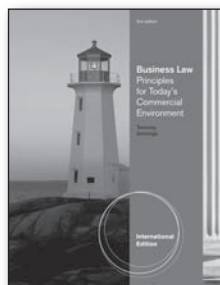
40. Securities Regulation.
41. Intellectual Property.
42. Employment Law.
43. Antitrust.
44. Accountants’ Legal Liability.
45. Consumer Protection.
46. Environmental Law.
47. International Business Law.

PART X: Property.

48. Introduction to Property, Property Insurance, Bailments, and Documents of Title.
49. Interests in Real Property.

50. Transfer and Control of Real Property.
51. Trusts and Wills.

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BUSINESS LAW PRINCIPLES FOR TODAY’S COMMERCIAL ENVIRONMENT, 3E

David Twomey, Boston College; Marianne M. Jennings, Arizona State University

In addition to preparing you to ace your business law course, **BUSINESS LAW: PRINCIPLES FOR TODAY’S COMMERCIAL ENVIRONMENT, 3e**, International Edition provides information and resources to assist you in studying for the CPA exam. This book helps you grasp key legal concepts and principles by reinforcing your understanding through applications and examples of real-world dilemmas, issues, and problems.

NEW TO THIS EDITION:

- **Help Students Make the Connection:** The end of chapter material, now titled Make the Connection, has been improved to help students better see and understand the relationship between legal concepts and their application in real-life situations. This section now includes a Chapter Summary, Learning Outcomes, Key Terms, Questions and Case Problems, and CPA Questions.
- **Improve Student Retention:** Using examples from the chapter, students will learn and retain key legal concepts with the new Learning Outcomes found at the end of each chapter. Each Learning Outcome directs students to utilize the existing text pedagogy by serving as a direct reference point for selected “For Example” callouts, case summaries, and feature boxes.
- **Bring Current Events into Your Classroom:** UPDATES and new information in EVERY chapter, as well as Weekly Updates featuring new cases, business events, and changing laws and regulations—by author Marianne Jennings—posted to the Book Companion Website.
- **Enhanced Instructor Resources:** Updated for this new edition, the Instructor’s Manual with Test Bank is filled with instructor insights, teaching strategies, chapter outlines, transparency integration notes, and more.

FEATURES:

- The book’s nationally-praised student-friendly coverage draws on the authors’ vast combined teaching expertise. The active, lucid writing style features appropriate depth of explanation; interesting, timely cases; and real-world examples to make learning exciting and easier for students.
- Effective in-text study tools include a consistently organized outline format for each chapter’s headings (helping students better organize and retain the content as they read) and “Thinking Things Through” sections that help them apply the law they have learned from the chapters’ excerpted cases to other cases that vary slightly from the excerpted cases in the chapters.
- “Ethics & the Law” vignettes are integrated throughout each chapter and are accompanied by questions that encourage students to think critically about ethical issues in actual business dilemmas facing well known corporations and public figures.



- Along with the excerpted cases, each chapter contains simple case summaries with “Facts and Decisions” in the authors’ words, as well as the strongest, most relevant selection of cases for easy, student comprehension and the clearest application of concepts.
- A CPA icon located in the margins throughout the book clearly identifies business law content that is covered on the CPA exam—helping students to efficiently prepare for the CPA exam. Further practice for the CPA can be done by using the end-of-chapter questions and the STUDY GUIDE where questions for these problems have been drawn from past CPA exams.

CONTENTS:

PART 1: THE LEGAL AND SOCIAL ENVIRONMENT OF BUSINESS.

1. The Nature and Sources of Law.
2. The Court System and Dispute Resolution.
3. Business Ethics, Social Forces, and the Law.
4. The Constitution as the Foundation of the Legal Environment.
5. Government Regulation of Competition and Prices.
6. Administrative Agencies.
7. The Legal Environment of International Trade.
8. Crimes.
9. Torts.
10. Intellectual Property Rights and the Internet.
11. Cyber law.

PART 2: CONTRACTS.

12. Nature and Classes of Contracts: Contracting on the Internet.
13. Formation of Contracts: Offer and Acceptance.
14. Capacity and Genuine Assent.
15. Consideration.
16. Legality and Public Policy.
17. Writing, Electronic Forms, and Interpretation of Contracts.
18. Third Persons and Contracts.
19. Discharge of Contracts.
20. Breach of Contract and Remedies.

PART 3: SALES AND LEASES OF GOODS.

21. Personal Property and Bailments.
22. Legal Aspects of Supply Chain Management.
23. Nature and Form of Sales.
24. Title and Risk of Loss.
25. Product Liability: Warranties and Torts.
26. Obligations and Performance.
27. Remedies for Breach of Sales Contracts.

PART 4: NEGOTIABLE INSTRUMENTS.

28. Kinds of instruments, parties, and negotiability.
29. Transfers of negotiable instruments and warranties of parties.
30. Liability of the parties under negotiable instruments.
31. Checks and funds transfers.

PART 5: DEBTOR-CREDITOR RELATIONSHIPS.

32. Nature of the Debtor/Creditor Relationship.
33. Consumer protection.
34. Secured transactions in Personal Property.
35. Bankruptcy.
36. Insurance.

PART 6: AGENCY AND EMPLOYMENT.

37. Agency.
38. Third persons in agency.
39. Regulation of employment.
40. Equal employment opportunity law.

PART 7: BUSINESS ORGANIZATIONS.

41. Types of business organizations.
42. Partnerships.
43. LPs, LLCs, and LLPs.
44. Corporation Formation.
45. Shareholder rights in corporations.
46. Securities regulation.
47. Accountants’ liability and malpractice.
48. Management of corporations

PART 8: REAL PROPERTY AND ESTATES.

49. Real property.

50. Environmental law and land use controls
51. Leases.
52. Decedents’ estates and trusts.

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BUSINESS LAW TODAY, COMPREHENSIVE, 8E

Roger LeRoy Miller, *Institute for University Studies, Arlington, Texas*; Gaylord A. Jentz, *University of Texas at Austin*

Immersing students in the excitement of intriguing new cases and the latest developments in the field, the Eighth Edition of this successful textbook brings real-world energy to the study of business law—without sacrificing the legal credibility and comprehensive coverage that instructors want in a textbook. Students respond to each chapter’s visually engaging, carefully-crafted learning tools, which illustrate how law is applied to real-world business problems—and how landmark cases, statutes, and other laws are having a significant impact on the way businesses operate in the United States and globally.

NEW TO THIS EDITION:

- **Preventing Legal Disputes:** A special new feature that offers practical guidance on steps businesspersons can take in their daily transactions to avoid legal disputes and litigation. This feature is integrated throughout the text as appropriate.
- **Critical Thinking:** To help students think critically about the cases presented in the text, every case concludes with some type of critical thinking question: For Critical Analysis, What If the Facts Were Different?, Why Is This Case Important?, and Why Is This Case Important to Businesspersons.
- **Beyond Our Borders:** These features provide an awareness of the global legal environment by indicating how international laws or the laws of other nations deal with specific legal concepts or topics being discussed in the chapter. Each of these features concludes with a For Critical Analysis Question.
- **Hypothetical Question with Sample Answer:** For those who want students to have sample answers available for some of the Questions and Case Problems in the text, each chapter includes one hypothetical question with the answer available both in an appendix at the end of the text and on the companion website.

FEATURES:

- **Application-Rich:** Numerous features pique interest and aid learning by demonstrating the material’s practicality. “Landmark in the Law” features discuss a case, statute, or other law with significant impact. “Applications” give practical advice in applying the law to real-world business problems. “Management Perspectives” describe practical issues facing management. “Preventing Legal Disputes” offer practical guidance on steps businesspersons can take to avoid legal disputes and litigation.
- **Emphasis on Ethics:** In addition to Ch. 7 on ethics, “Ethical Issues” in most chapters address an ethical dimension of the topic under discussion. In addition, many of the cases conclude with an “Ethical Consideration” to probe

the ethical ramifications of the court's decision. End-of-chapter materials include a special "A Question of Ethics" case problem.

- **Critical Thinking:** To emphasize critical thinking, many of the pedagogical features and every case conclude with some type of critical-thinking element; the questions include "For Critical Analysis", "What If the Facts Were Different", and "Why Is This Case Important to Businesspersons". End of chapter material also includes a section that focuses on critical thinking; questions include "For Critical Analysis", "Critical Thinking and Writing Assignment", and "Case Analysis Questions". Also, unit-ending Extended Case Studies conclude with "Questions for Analysis" that prompt the student to think critically about the legal, ethical, economic, international, or general business implications of the case.
- **Internet Law Feature:** "Adapting the Law to the Online Environment" features found in most chapters enhance the text's strong integrated Internet law coverage by focusing on a specific court case involving a dispute arising in the online environment.
- **Case Treatment:** Cases are presented in an excerpted (language of the court) format to provide students the opportunity of reading portions of the actual court opinion. Extended Case Studies are featured at the end of each text unit, highlighting a recent court case relating to one of the unit's topics. Special emphasis is given to landmark and classic cases by setting them off with a special heading and logo, and they include a "Comment" section that stresses how important the court's decision has been to the evolution of the law in that area.
- **Featured Cases:** Included in selected chapters, these cases are presented entirely in the words of the court so that students can learn how judges reason through legal questions. Each case concludes with a series of questions designed to help students test his or her understanding of the case.
- **To help solidify students' understanding of the chapter materials,** each chapter concludes with a "Reviewing" feature that presents a hypothetical scenario and then asks a series of questions that require students to identify issues and apply legal concepts.

CONTENTS:

Part I: THE LEGAL ENVIRONMENT OF BUSINESS.

1. The Legal Environment
2. Constitutional Law
3. Courts and Alternative Dispute Resolution.
4. Torts and Cyber Torts.
5. Intellectual Property and Internet Law.
6. Criminal Law and Cyber Crime.
7. Ethics and Business Decision Making.

Part II: CONTRACTS.

8. Nature and Classification.
9. Agreement.
10. Consideration.
11. Capacity and Legality.
12. Genuineness of Assent.
13. The Statute of Frauds.
14. Performance and Discharge.
15. Breach and Remedies.
16. Third Party Rights.
17. E-Contracts and E-Signatures.

Part III: SALES AND LEASE CONTRACTS.

18. The Formation of Sales and Lease Contracts.
19. Title and Risk of Loss.
20. Performance and Breach of Sales and Lease Contracts.
21. Warranties and Product Liability.

Part IV: NEGOTIABLE INSTRUMENTS.

22. Negotiability and Transferability.
23. Rights and Liabilities of Parties.
24. Checks and Banking in the Digital Age.

Part V: DEBTOR-CREDITOR RELATIONSHIPS.

25. Security Interests in Personal Property.
26. Other Creditors' Remedies and Suretyship.
27. Bankruptcy.

Part VI: BUSINESS ORGANIZATIONS.

28. Agency Relationships in Business.

29. Sole Proprietorships and Private Franchises.
30. Partnerships.
31. Limited Liability Companies and Special Business Forms.
32. Corporate Formation and Financing.
33. Corporate Directors, Officers, and Shareholders.
34. Corporate Acquisitions, Takeovers, and Termination.
35. Investor Protection, Insider Trading, and Corporate Governance.

Part VII: GOVERNMENT REGULATION.

36. Administrative Law.
37. Antitrust Law.
38. Consumer Law.
39. Environmental Law.
40. Employment, Labor, and Immigration Law.
41. Employment Discrimination.
42. Liability of Accountants and Other Professionals.

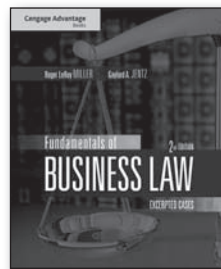
Part VIII: PROPERTY AND ITS PROTECTION.

43. Personal Property and Bailments.
44. Real Property and Landlord-Tenant Law.
45. Insurance, Wills, and Trusts.

Part IX: THE INTERNATIONAL LEGAL ENVIRONMENT.

46. International Law in a Global Economy.

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FUNDAMENTALS OF BUSINESS LAW, 2E
Excerpted Cases

Roger LeRoy Miller, Institute for University Studies, Arlington, Texas; Gaylord A. Jentz, University of Texas at Austin, Emeritus

FUNDAMENTALS OF BUSINESS LAW: EXCERPTED CASES is the best paperback Business Law textbook available. It focuses on sales and contracts in an easy-to-understand format. Plus, with its Online Legal Research Guide, you're just a click away from instant study helps and time-saving research aids.

NEW TO THIS EDITION:

- **A Thorough Revision:** This edition covers the latest topics--a must for business law students. Highlights include an updated chapter on ethics (Chapter 3) to include a section on backdating stock options and new examples on corporate fraud, including the fraudulent practices surrounding the marketing of the painkiller OxyContin; updated chapter on creditors' rights and bankruptcy (21) to include a section on the mortgage-foreclosure issue that resulted in the passage of the Foreclosure Prevention Act of 2008; updated cases; and updated examples.
- **More Critical Thinking Elements:** Many chapters now include, in the end-of-chapter materials, a Critical Thinking and Writing Assignment for Business, which asks student to think critically about some aspect of the business law covered in the chapters.
- **Enhanced Learning Tools:** To help students check their comprehension, each chapter conclude with a new feature titled Reviewing [chapter topic]. These features present a hypothetical scenario and ask a series of questions that require students to identify the issues and apply legal concepts discussed

in the chapter.

- Practical Applications: Virtually every chapter includes a new feature titled Preventing Legal Disputes. This feature offers practical advice to business owners and managers on how to avoid legal problems.

FEATURES:

- Case Treatment: Cases are presented in an excerpted (language of the court) format to provide students the opportunity of reading portions of the actual court opinion. Special emphasis is given to landmark and classic cases by setting them off with a special heading and logo, and selected cases include a “Why this Case is Important” section that sets forth the importance of the court’s decision for businesspersons today.
- Critical Thinking/Legal Reasoning Emphasis: “Extended Case Study” features found at the end of each unit are designed to help the students develop skills in the area of legal reasoning.
- Ethics Integration: Ethical topics and issues coverage includes accounting and professional liabilities as well as social business responsibility discussed in light of the Sarbanes-Oxley Act.
- Applied Focus: “Management Perspectives” pique interest and aid learning by demonstrating the material’s practicality. They describe practical issues facing management.
- Case Analysis Skill-Building: Each chapter includes one “Case Problem with Sample Answer” and one “Hypothetical Question with Sample Answer”.

CONTENTS:

Part 1: THE LEGAL ENVIRONMENT OF BUSINESS.

1. The Legal and Constitutional Environment of Business.
2. Traditional and Online Dispute Resolution.
3. Ethics and Business Decision Making.

Part 2: TORTS AND CRIMES.

4. Torts and Cyber Torts.
5. Intellectual Property and Internet Law.
6. Criminal Law and Cyber Crime.

Part 3: CONTRACTS.

7. Nature and Classification.
8. Agreement and Consideration.
9. Capacity and Legality.
10. Defenses to Contract Enforceability.
11. Third Party Rights and Discharge.
12. Breach and Remedies.
13. E-Contracts and E-signatures.

Part 4: SALES AND LEASE CONTRACTS.

14. The Formation of Sales and Lease Contracts.
15. Title and Risk of Loss.
16. Performance and Breach of Sales and Lease Contracts.
17. Warranties and Product Liability.

Part 5: NEGOTIABLE INSTRUMENTS.

18. Negotiability, Transferability, and Liability.
19. Checks and Banking in the Digital Age.

Part 6: DEBTOR-CREDITOR RELATIONSHIPS.

20. Security Interests in Personal Property.
21. Creditors’ Rights and Bankruptcy.

Part 7: EMPLOYMENT RELATIONS.

22. Agency Relationships.
23. Employment Law and Immigration.

Part 8: BUSINESS ORGANIZATIONS.

24. Sole Proprietorships, Partnerships, and Limited Liability Companies.
25. Corporate Formation, Financing, and Termination.
26. Corporate Directors, Officers, and Shareholders.
27. Investor Protection, Insider Trading, and Corporate Governance.

Part 9: PROPERTY AND ITS PROTECTION.

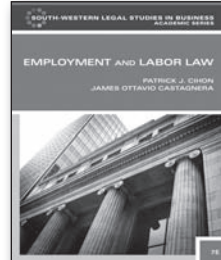
28. Personal Property and Bailments.
29. Real Property and Landlord-Tenant Law.
30. Insurance, Wills, and Trusts.

Part 10: SPECIAL TOPICS.

31. Liability of Accountants and Other Professionals.
32. International Law in a Global Economy.

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EMPLOYMENT AND LABOR LAW



EMPLOYMENT AND LABOR LAW, 7E

Patrick J. Cihon, Syracuse University; James Ottavio Castagnera, Pinnacle Employment Law Institute @ Rider University

A comprehensive introduction to employment and labor relations law, EMPLOYMENT AND LABOR LAW is ideal for non-legal students and professionals. Excerpts from real case law throughout the book illustrate how labor-related disputes arise and get resolved in the courts. And, eye-opening chapter features like The Working Law and Ethical Dilemma demonstrate how labor legislation and ethical decision-making can impact companies today. Complete with the most up-to-date information on the ADA Amendments Act, ERISA Amendments under the Obama Administration’s 2009 economic stimulus plan, the Lilly Ledbetter Fair Pay Act, and much more, no other book combines such balanced coverage with an accessible, reader-friendly approach.

NEW TO THIS EDITION:

- **THREE NEW CHAPTERS.** In order to provide students with a better foundation, the NEW OVERVIEW OF EMPLOYMENT LAW chapter details how employment law has developed over time and where it’s heading under the Obama Administration. Also, of growing interest to students, the NEW EMPLOYEE PRIVACY RIGHTS IN THE 21ST CENTURY chapter explores the often controversial issues of employee privacy including the recent Quon case regarding text messaging. Finally, as business models shift to being more and more global, the NEW INTERNATIONAL EMPLOYMENT LAW AND AMERICAN IMMIGRATION POLICY chapter has been added to explore the issues of international law and immigration that are increasingly important.
- **Case Treatment.** New summarized cases, in which the authors outline the facts, issue, and decision of a real case in their own words, have been added to provide more case illustrations that are student-friendly.
- **Concept Summaries.** Concept Summaries have been added throughout each chapter to outline the main legal principles illustrated.
- **Key Terms.** To reinforce the terminology and legal concepts illustrated throughout the chapter, a new Key Terms section, with page references, has been added to the end of the chapter.
- **End of Chapter Problem Types.** Each chapter now contains nearly 50% more problems including 5 short answer questions regarding chapter comprehension, 10 case problems based on real cases, and 5 hypothetical scenarios to provide students an opportunity to critically analyze real life situations without a case citation reference

FEATURES:

- **Current and Balanced Coverage.** This text offers a comprehensive balance of

both employment law and labor law topics and includes up to date information regarding the ADA Amendments Act, the 2008 Amendments to ERISA under ARRA, the Lilly Ledbetter Act, and more.

- The Working Law. This feature demonstrates the relevance of employment and labor law in today's business world.
- Ethical Dilemma. This feature challenges students to respond to situations that involve ethical behavior.
- Versatile End of Chapter Assignments. Short answer questions and hypothetical scenarios, combined with updated case problems, offer professors a variety of ways to engage students and measure comprehension.
- Offer the most current and balanced coverage of Labor and Employment law topics available, such as up-to-date information on the ADA Amendments Act, the 2008 Amendments to ERISA under ARRA, the Lilly Ledbetter Act, and more.

CONTENTS:

PART 1: COMMON-LAW EMPLOYMENT ISSUES.

1. First the Forest, Then the Trees: An Overview of Employment and Labor Law.
2. Employment Contracts and Wrongful Discharge.
3. Commonly Committed Workplace Torts.
4. Employee Privacy Rights in the 21st Century.
5. The Global Perspective: International Employment Law and American Immigration Policy.

PART 2: EQUAL EMPLOYMENT OPPORTUNITY.

6. Title VII of the Civil Rights Act and Race Discrimination.
7. Gender and Family Issues: Title VII and Other Legislation.
8. Discrimination Based on Religion and National Origin; Procedures under Title VII.
9. Discrimination Based on Age.
10. Discrimination Based on Disability.
11. Other EEO and Employment Legislation: Federal and State Laws.

PART 3: LABOR RELATIONS LAW.

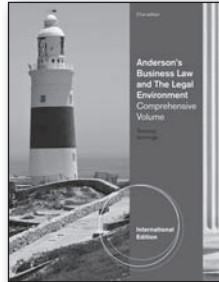
12. The Rise of Organized Labor and Its Regulatory Framework.
13. The Unionization Process.
14. Unfair Labor Practices by Employers and Unions.
15. Collective Bargaining.
16. Picketing and Strikes.
17. The Enforcement and Administration of the Collective Agreement.
18. The Rights of Union Members.
19. Public Sector Labor Relations.

PART 4: EMPLOYMENT LAW ISSUES.

20. Occupational Safety and Health.
21. The Employee's Safety Nets: Unemployment and Workers' Compensation, Social Security and Retirement Plans.
22. The Fair Labor Standards Act.

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LEGAL ENVIRONMENT OF BUSINESS



IE

ANDERSON'S BUSINESS LAW AND THE LEGAL ENVIRONMENT: COMPREHENSIVE, 21E

David Twomey, Boston College; Marianne M. Jennings, Arizona State University

In addition to preparing you to ace your business law course, **ANDERSON'S BUSINESS LAW AND THE LEGAL ENVIRONMENT, COMPREHENSIVE VOLUME, 21E, International Edition** provides information and resources to assist you in studying for the CPA exam. This #1 summarized case business law text on the market today helps you grasp key legal concepts and principles by reinforcing your understanding through applications and examples of real-world dilemmas, issues, and problems. Current, comprehensive, easy-to-understand and fascinating to read, **ANDERSON'S BUSINESS LAW** will help you prepare you for class and give you all the resources you need to succeed in your business law course.

NEW TO THIS EDITION:

- **Help Students Make the Connection:** The end of chapter material, now titled *Make the Connection*, has been improved to help students better see and understand the relationship between legal concepts and their application in real-life situations. This section now includes a Chapter Summary, Learning Outcomes, Key Terms, Questions and Case Problems, and CPA Questions.
- **Improve Student Retention:** Using examples from the chapter, students will learn and retain key legal concepts with the new Learning Outcomes found at the end of each chapter.
- **Bring Current Events into Your Classroom:** UPDATES and new information in EVERY chapter, as well as Weekly Updates featuring new cases, business events, and changing laws and regulations—by author Marianne Jennings—posted to the Book Companion Website.
- **Enhanced Instructor Resources:** Updated for this new edition, the Instructor's Manual with Test Bank is filled with instructor insights, teaching strategies, chapter outlines, transparency integration notes, and more.

FEATURES:

- The book's nationally-praised student friendly coverage draws on the authors' vast combined teaching expertise. The active, lucid writing style features appropriate depth of explanation; interesting, timely summarized cases; and real-world examples to make learning exciting and easier for students.
- Effective in-text study tools include a consistently organized outline format for each chapter heading (helping students better organize and retain the content as they read) and "Thinking Things Through" sections that help them apply the law they have learned from the chapter narrative and summarized cases to other cases that vary slightly from the summarized cases in the

- chapters.
- “Ethics & the Law” vignettes are integrated throughout each chapter and are accompanied by questions that encourage students to think critically about ethical issues facing well known corporations and public figures in actual business dilemmas.
- “Sports and Entertainment Law” features apply business law concepts to sports and entertainment stories appearing in current news, effectively clarifying legal concepts with real-world material that piques student interest.
- “LawFlix” features connect business law concepts to feature films—so students begin noticing examples of business law concepts in every film they see. (Can be used with the Business Law Digital Video supplement. Online access is available for packaging with each student text.)
- The book’s effectively organized “Summarized Cases” include simple case summaries with “Facts and Decisions” in the authors’ words, as well as the strongest, most relevant selection of cases for easy student comprehension and the clearest application of concepts.
- A CPA icon located in the margins throughout the book clearly identifies business law content that is covered on the CPA exam—helping students to efficiently prepare for the CPA exam.

CONTENTS:

Standard Volume contains Chapters 1-40

PART 1: THE LEGAL AND SOCIAL ENVIRONMENT OF BUSINESS.

1. The Nature and Sources of Law.
2. The Court System and Dispute Resolution.
3. Business Ethics, Social Forces, and the Law.
4. The Constitution as the Foundation of the Legal Environment.
5. Government Regulation of Competition and Prices.
6. Administrative Agencies.
7. The Legal Environment of International Trade.
8. Crimes.
9. Torts.
10. Intellectual Property Rights and the Internet.
11. Cyber law.

PART 2: CONTRACTS.

12. Nature and Classes of Contracts: Contracting on the Internet.
13. Formation of Contracts: Offer and Acceptance.
14. Capacity and Genuine Assent.
15. Consideration.
16. Legality and Public Policy.
17. Writing, Electronic Forms, and Interpretation of Contracts.
18. Third Persons and Contracts.
19. Discharge of Contracts.
20. Breach of Contract and Remedies

PART 3: SALES AND LEASES OF GOODS.

21. Personal Property and Bailments.
22. Legal Aspects of Supply Chain Management.
23. Nature and Form of Sales.
24. Title and Risk of Loss.
25. Product Liability: Warranties and Torts.
26. Obligations and Performance.
27. Remedies for Breach of Sales Contracts.

PART 4: NEGOTIABLE INSTRUMENTS.

28. Kinds of instruments, parties, and negotiability.
29. Transfers of negotiable instruments and warranties of parties.
30. Liability of the parties under negotiable instruments.
31. Checks and funds transfers.

PART 5: DEBTOR-CREDITOR RELATIONSHIPS.

32. Nature of the Debtor/Creditor Relationship.
33. Consumer protection.
34. Secured transactions in Personal Property.
35. Bankruptcy.
36. Insurance.

PART 6: AGENCY AND EMPLOYMENT.

37. Agency.
38. Third persons in agency.
39. Regulation of employment.

40. Equal employment opportunity law.

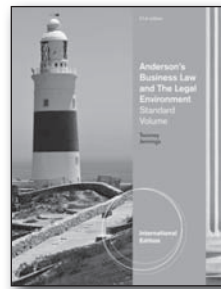
PART 7: BUSINESS ORGANIZATIONS.

41. Types of business organizations.
42. Partnerships.
43. LPs, LLCs, and LLPs.
44. Corporation Formation.
45. Shareholder rights in corporations.
46. Securities regulation.
47. Accountants’ liability and malpractice.
48. Management of corporations.

PART 8: REAL PROPERTY AND ESTATES.

49. Real property.
50. Environmental law and land use controls.
51. Leases.
52. Decedents’ estates and trusts.

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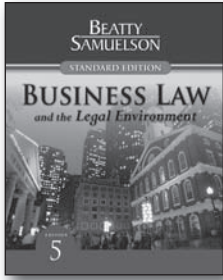


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ANDERSON'S BUSINESS LAW AND THE LEGAL ENVIRONMENT, STANDARD VOLUME, 21E

David Twomey, Boston College; Marianne M. Jennings, Arizona State University

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BUSINESS LAW AND THE LEGAL ENVIRONMENT, STANDARD EDITION, 5E

Jeffrey F. Beatty, Boston University; Susan S. Samuelson, Boston University

Help students understand legal concepts through hands-on application with BUSINESS LAW AND THE LEGAL ENVIRONMENT, 5e. Active learning features and practical exercises let future business leaders apply the law to issues they will face on the job.

NEW TO THIS EDITION:

- **Emphasize Business Application:** The new “Exam Strategy” feature is the most significant addition to this edition. It offers practical examples that help students learn the thinking process necessary to apply to the law. It provides essential practice material for students, divided up in a “Question/Strategy/Result” format.
- **Ensure Student Comprehension:** The new “Exam Review” section at the end of chapters offers a review of key terms, highlighted with additional “Exam Strategy” exercises.
- **Margin Definitions:** Key terms are not only highlighted in the text, but also given greater emphasis pulled out into the margin with their accompanying definition.
- **New Topics and Cases--**Bring concepts to life by incorporating new developments in the legal environment. Over a third of the cases are new.
- **Updated “You Be the Judge” Features:** Put students in the hot seat with refreshed scenarios such as: a home owner who can not make his mortgage payments; the potential devastation of the wrongful dishonor of checks; and the protection of whistleblowers as a matter of public policy.

FEATURES:

- **Practical Ethics Coverage:** An “Ethics Checklist” introduced in Chapter 2 provides questions to guide future managers in making tough decisions when faced with one of the many ethical dilemmas they will encounter on the job that are not black and white.
- **Emphasis on Active Learning:** Numerous pedagogical features (“You Be the Judge,” “Ethics,” “Devil’s Advocate,” and “Role Reversal”) take an active role in driving the learning process.
- **Authoritative Coverage:** This text has received the stamp of approval from trial and appellate judges, working attorneys, scholars, and teachers. Through exhaustive research and meticulous presentation, the authors set a new standard for business law texts in style and research.
- **“Lead by Example” Writing Style:** The text’s strong narrative was developed with business students, not law students, in mind. It drives understanding of general legal concepts by putting them into context for students.
- **Interdisciplinary Perspective:** “Economics & the Law” feature provides an interdisciplinary perspective to show how legal decisions can have an impact on the world around us and even on our own everyday lives.
- **Integrative Design:** A unique design integrates application features into the flow of the text material, making them more likely to be read by students and thus provide the valuable real-world, contextual illustrations that are so critical to understanding concepts.

CONTENTS:

Unit I: THE LEGAL ENVIRONMENT.

1. Introduction to Law.
2. Business Ethics and Social Responsibility.
3. Dispute Resolution.
4. Common Law, Statutory Law, and Administrative Law.
5. Constitutional Law.
6. Intentional Torts and Business Torts.
7. Negligence and Strict Liability.
8. Crime.
9. International Law.

Unit II: CONTRACTS.

10. Introduction to Contracts.
11. Agreement.
12. Consideration.
13. Legality.
14. Capacity and Consent.
15. Written Contracts.
16. Third Parties.
17. Performance and Discharge.
18. Remedies.

Unit III: COMMERCIAL TRANSACTIONS.1

9. Introduction to Sales.
20. Ownership and Risk.
21. Warranties and Product Liability.
22. Performance and Remedies.
23. Creating a Negotiable Instrument.
24. Liability for Negotiable Instruments.
25. Liability for Negotiable Instruments: Banks and Their Customers.
26. Secured Transactions.
27. Bankruptcy.

Unit IV: AGENCY AND EMPLOYMENT LAW.

28. Agency: The Inside Relationship.
29. Agency: The Outside Relationship.
30. Employment Law.
31. Labor Law.

Unit V: BUSINESS ORGANIZATIONS.

32. Starting a Business: LLCs and Other Options.
33. Partnerships.
34. Life and Death of a Corporation.
35. Corporate Management.
36. Shareholders.
37. Securities Regulation.
38. Accountants: Liability and Professional Responsibility.

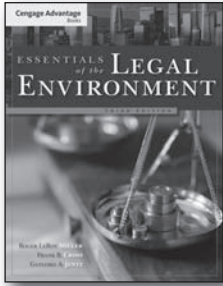
Unit VI: GOVERNMENT REGULATION.

39. Antitrust.
40. Consumer Law.
41. Environmental Law.

Unit VII: PROPERTY.

42. Cyberlaw.
43. Intellectual Property.
44. Real Property.
45. Landlord-Tenant.
46. Personal Property and Bailment.
47. Planning for the Future: Estates and Insurance.

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ESSENTIALS OF THE LEGAL ENVIRONMENT, 3E

Roger Miller, *Institute for University Studies, Arlington, Texas*; Frank B. Cross, *Herbert D. Kelleher Centennial*; Gaylord A. Jentz, *Herbert D. Kelleher Emeritus*

This affordable text offers complete one-semester coverage of business law and its environment in a non-technical, straightforward, and engaging style. Authors Miller, Cross, and Jentz explain legal issues and court decisions in a way that pares down legal jargon while still conveying what you need to know to succeed in your course and in the legal environment.

NEW TO THIS EDITION:

- Significant Chapter Revisions: Nearly every chapter is revised as necessary to incorporate new developments in the law or to streamline presentations. A number of current trends--such as the increase in mortgage foreclosures, securities fraud, and cyber crime--are addressed in features or text revisions.
- Exam Prep: The new section that concludes each chapter provided "Issue Spotters" to help students determine how well they understand some of the legal concepts covered in the chapter and their applications.
- Cases: Over half of the cases in the Third Edition are new - many are from 2008 and 2009. The authors also include some of the classic cases.
- Employment Law: Coverage of employment law (chapter 15) now includes a section on immigration law.

FEATURES:

- Excerpted Cases. Case excerpts are presented using a standard format of "Background and Facts", "In the Words of the Court", "Decision and Remedy", and either "For Critical Analysis" or "Why is This Case Important?" (one of the latter per chapter). Cases are more streamlined to help students understand how they relate to the topic.
- Contemporary Legal Debates. Integrated throughout the text are elements such as "Contemporary Legal Debates", which introduce the student to a controversial issue that is currently being debated within the legal community. The feature "Where Do You Stand?" then concludes the issue.
- Emerging Trends. Presented throughout the text, "Emerging Trends" sections examine new developments in the legal environment and their potential effect on business persons.
- Ethics. "Ethical Issues" address an ethical dimension of the topic under discussion in the chapter.
- International Perspectives. Students gain an awareness of the global legal environment with "International Perspectives", which indicate how international law or the laws of other nations deal with specific legal concepts or topics being discussed in the chapter.
- Critical Thinking. Many of the features and cases in the text conclude with a critical thinking question that encourages students to explore and/or analyze the implications or consequences of the material presented.
- Online Developments. Included in select chapters, this feature explores how traditional legal concepts or laws have been applied in cyberspace.

CONTENTS:

UNIT I: THE FOUNDATIONS.

1. Business and Its Legal Environment. Appendix: Finding and Analyzing the Law.
2. The Courts and Alternative Dispute Resolution.
3. Ethics and Business Decision Making.
4. Constitutional Authority to Regulate Business.

UNIT II: THE PUBLIC ENVIRONMENT.

5. Administrative Law.
6. Torts and Product Liability.
7. Criminal Law and Cyber Crimes.
8. Intellectual Property and Internet Law.
9. International Law in a Global Economy.

UNIT III: THE COMMERCIAL ENVIRONMENT.

10. Business Organizations.
11. Contract Formation.
12. Contract Performance, Breach, and Remedies.
13. Sales, Leases, and E-Contracts.
14. Creditors' Rights and Bankruptcy.

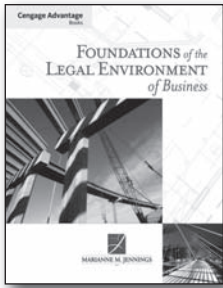
UNIT IV: THE EMPLOYMENT ENVIRONMENT.

15. Employment, Immigration, and Labor Law.
16. Employment Discrimination.

UNIT V: THE REGULATORY ENVIRONMENT.

17. Environmental Law.
18. Antitrust Law and Promoting Competition.
19. Investor Protection and Corporate Governance.

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FOUNDATIONS OF THE LEGAL ENVIRONMENT OF BUSINESS

Marianne M. Jennings, Arizona State University

Using an integrated approach, FOUNDATIONS OF THE LEGAL ENVIRONMENT OF BUSINESS thoroughly explores the intersection of law, business strategy, and ethics by providing over 200 real-world applications and exercises. Instead of presenting law through a rote learning method, FOUNDATIONS OF THE LEGAL ENVIRONMENT OF BUSINESS provides cases and critical-thinking exercises that illustrate, on almost every page, the clear relevance of the material to issues students will face in the business world. The text's solid theme on ethics challenges students to develop their own moral barometer.

FEATURES:

- Critical thinking: To build students' reasoning skills, "Consider . . ." features appear after cases and present relative or alternative fact patterns.
- Case treatment: Carefully selected to pique student interest, detailed excerpted cases (one to two pages long) often include dissenting and concurring opinions.
- Red-flagged legal issues: "Red Flags for Managers," an end-of-chapter feature, outlines the most critical topics that students need to know about the legal environment when they enter the business world.
- Business practice: Useful "Business Planning Tip" notes build a solid bridge between law and business. The notes appear in the margins, providing quick encapsulations of how business professionals should watch out for legal issues.
- Ethics integration: Instead of requiring students to memorize ethical "theory" or "rules" of behavior, the author believes the best way to teach ethics is to develop in students an internal moral barometer.
- Cases: A host of relevant cases includes a laser vision case describing whether or not arbitration can be set aside, the Heald case on a state's power to regulate interstate shipments to consumers.
- Hot topics: The text includes discussions on the ethical and legal issues surrounding YouTube, MySpace, and Hannah Montana tickets.
- Ethical issues: Insightful discussions give students experience in grappling with real-world dilemmas such as new ethical issues on student loans.

CONTENTS:

Part I: INTRODUCTION TO LAW.

1. Introduction to Law.
2. Business Ethics and Social Responsibility.
3. The Court System and Dispute Resolution.
4. Business and the Constitution.

Part II: INTRODUCTION TO THE LEGAL ENVIRONMENT OF BUSINESS.

5. Administrative Law.
6. International Law.
7. Business Crime.
8. Business Torts.
9. Product Liability.

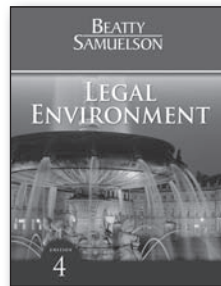
Part III: THE LEGAL ENVIRONMENT OF BUSINESS OPERATIONS.

10. Contract and Sales: Formation.
11. Contracts and Sales: Performance and Remedies.
12. Financing of Sales and Leases: Credit and Disclosure Requirements.
13. Forms of Doing Business.
14. Securities Law.
15. Business Property.

Part IV: THE LEGAL ENVIRONMENT OF BUSINESS RELATIONSHIPS.

16. Trade Practices: Antitrust.
17. Management and Employee Rights and Laws.
18. Employment Discrimination.
19. Environmental Regulation.

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LEGAL ENVIRONMENT, 4E

Jeffrey F. Beatty, Boston University; Susan S. Samuelson, Boston University

Help students understand legal concepts through hands-on application with LEGAL ENVIRONMENT, Fourth Edition. Active learning features and practical exercises let future business leaders apply the law to issues they will face on the job. No other text is as effective at teaching why business law matters, not only to students' future careers, but also their daily lives.

NEW TO THIS EDITION:

- Emphasize Business Application: The new "Exam Strategy" feature is the most significant addition to this edition. It offers practical examples that help students learn the thinking process necessary to apply to the law.
- Ensure Student Comprehension: The new "Exam Review" section at the end of chapters offers a review of key terms, highlighted with additional "Exam Strategy" exercises.
- Increase Focus with Margin Definitions: Key terms are not only highlighted in the text, but also given greater emphasis pulled out into the margin with their accompanying definition.
- Analyze Intriguing Cases: New cases to this edition help students address the most current issues of their time, such as the advantages and pitfalls of e-discovery, the First Sale Doctrine and its application to online music trading, and overseas whistleblower protections as provided by Sarbanes-Oxley.
- Deliver Current and Greater Depth of Topics: Newly expanded coverage includes recent, news-grabbing reviews of the Court's decisions on child rape and state efforts at tort reform, along with full chapters on Sales and Product Liability, Negotiable Instruments, and Intellectual Property.

FEATURES:

- Emphasis on Active Learning: Numerous pedagogical features ("Exam Strategy," "You Be the Judge," "Ethics," "Economics & the Law" and "Role Reversal") take an active role in driving the learning process. They test understanding throughout each chapter by asking students to practice applying what they have learned in realistic, contextual situations.

- **Practical Ethics Coverage:** An “Ethics Checklist” introduced in Chapter 2 provides questions to guide future managers in making tough decisions when faced with one of the many ethical dilemmas they will encounter on the job that are not black and white. “Ethics” features throughout the text encourage students to practice thinking through real-world ethical scenarios.
- **Interdisciplinary Perspective:** “Economics & the Law” and “Ethics” features provide an interdisciplinary context to show how legal decisions can have an impact on the world around us and even on our own everyday lives.
- **“Lead by Example” Writing Style:** A strong narrative, developed with business students—not law students—in mind, drives understanding of general legal concepts by putting them into context for students.
- **Authoritative Coverage:** This text has received the stamp of approval from trial and appellate judges, working attorneys, scholars, and teachers. Through exhaustive research and meticulous presentation, the authors set a new standard for business law texts in style and research.

CONTENTS:

UNIT 1: THE LEGAL ENVIRONMENT.

1. Introduction to Law.
2. Business Ethics and Social Responsibility.
3. Dispute Resolution.
4. Common Law, Statutory Law, and Administrative Law.
5. Constitutional Law.
6. Torts.
7. Crime.
8. International Law.

UNIT 2: CONTRACTS & THE UCC.

9. Introduction to Contracts.
10. Legality, Consent, and Writing.
11. Conclusion to Contracts.
12. Sales & Product Liability.
13. Negotiable Instruments.
14. Secured Transactions and Bankruptcy.

UNIT 3: AGENCY & EMPLOYMENT.

15. Agency.
16. Employment Law.
17. Labor Law.

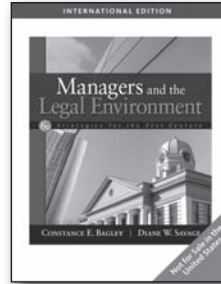
UNIT 4: BUSINESS ORGANIZATIONS.

18. Starting a Business.
19. Corporations.
20. Securities Regulation.

UNIT 5: GOVERNMENT REGULATION & PROPERTY.

21. Antitrust.
22. Cyberlaw.
23. Intellectual Property.
24. Property.
25. Consumer Law.
26. Environmental Law.

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MANAGERS AND THE LEGAL ENVIRONMENT, 6E
Strategies for the 21st Century

Constance Bagley, Harvard Business School; Diane Savage, Cooley Godward Kronish LLP

Comprehensive, timely, and accessible, **MANAGERS AND THE LEGAL ENVIRONMENT: STRATEGIES FOR THE 21ST CENTURY**, Sixth Edition, imparts the legal and risk management know-how essential to business managers today.

NEW TO THIS EDITION:

- Help students comprehend and analyze the legal and managerial issues presented throughout the text with the important conceptual frameworks now introduced in the first chapter.
- Present the newest material on business and the legal environment, including 2008 Supreme Court cases on FDA preemption in medical devices cases, money laundering, securities fraud, the sub-prime mortgage crisis, and Consumer Product Safety Commission reforms in the wake of lead-tainted toys from China.
- Enhance your syllabus with better labor law coverage in Chapter 12 (The Employment Agreement), expanded privacy issues coverage in Chapter 9 (Torts), relocation of e-contracts to Chapter 7 (Contracts), and additional discussion on licensing in Chapter 8 (Sales, Licensing, and E-Commerce).
- Give an international perspective to topics in your course with the new “A Global View” sections in each chapter.
- Challenge students using new “Putting It Into Practice: A Manager’s Dilemma” sections, which ask them to analyze legal, business, and ethical aspects of managerial decisions--and come up with their own recommendations for action.

FEATURES:

- Cover it all with the most comprehensive treatment of the legal environment on the market. This text includes the essential legal topics, such as agency, contracts, torts, criminal law, antitrust, and employment law, as well as specialized topics crucial to business managers, such as intellectual property, lending transactions, securities regulation, and environmental law.
- Deliver in-depth case treatment with three to six cases in every chapter! Provided as summaries or in the actual language of the court, these cases represent crucial court decisions that shape important business law concepts or present key legal conflicts that managers will address in their careers.
- Give students an interdisciplinary view of your course with “Perspectives” boxes throughout the text, which show how history, politics, and economics can impact the evolution of the law. Each box focuses on an historical, political, or economic perspective to help students become more aware of the interplay between these three areas and the law.
- Demonstrate the law’s practical applications with “The Responsible Manager” sections, which summarize each chapter from a managerial perspective and discuss the crucial legal and risk management issues that successful managers must consider to avoid costly, time-consuming litigation. A useful on-the-job reference for practicing business managers long after the course is over!
- Stimulate student interest with enhanced special feature sections, such as

"A Global View," "A View from Cyberspace," "Ethical Considerations," and "Inside Story"--all of which add depth and character to the readings and keep students involved in your class discussions.

CONTENTS:

Unit I: FOUNDATIONS OF THE LEGAL AND REGULATORY ENVIRONMENT.

1. Law, Value Creation, and Risk Management.
2. Ethics and the Law.
3. Sources of Law, Courts, and Dispute Resolution.
4. Constitutional Bases for Business Regulation.
5. Agency.
6. Administrative Law.

Unit II: THE LEGAL ENVIRONMENT.

7. Contracts.
8. Sales, Licensing, and E-Commerce.
9. Torts.
10. Product Liability.
11. Intellectual Property.

Unit III: HUMAN RESOURCES IN THE LEGAL AND REGULATORY ENVIRONMENT.

12. The Employment Agreement.
13. Civil Rights and Employment Discrimination.
14. Executive Compensation and Employee Benefits.

Unit IV: THE REGULATORY ENVIRONMENT.

15. Criminal Law.
16. Environmental Law.
17. Antitrust.
18. Consumer Protection.
19. Real Property and Land Use.

Unit V: OWNERSHIP, CONTROL, AND CORPORATE GOVERNANCE.

20. Forms of Business Organizations.
21. Directors, Officers, and Controlling Shareholders.

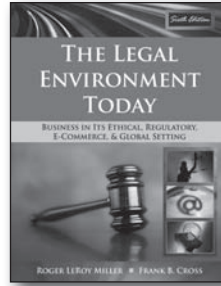
Unit VI: SECURITIES AND FINANCIAL TRANSACTIONS.

22. Public and Private Offerings of Securities.
23. Securities Fraud and Insider Trading.
24. Debtor-Creditor Relations and Bankruptcy.

Unit VII: INTERNATIONAL BUSINESS.

25. International Law and Transactions.

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THE LEGAL ENVIRONMENT TODAY, 6E

Roger Miller, Institute for University Studies, Arlington, Texas; Frank Cross, University of Texas, Austin

THE LEGAL ENVIRONMENT TODAY: BUSINESS IN ITS ETHICAL, REGULATORY, E-COMMERCE, AND GLOBAL SETTING, 6th EDITION offers the AACSB-recommended quality you demand, along with a real-world, hands-on learning experience that engages students in every chapter. This 6th Edition includes strong guidance in critical thinking and legal reasoning; current coverage of ethics, cyber law, and corporate responsibility; a diverse selection of the latest cases, including 2007 and 2008 decisions; and impressive coverage of the landmark cases that continue to steer today's legal environment.

FEATURES:

- Address AACSB requirements with curriculum recommendations incorporated throughout the text—including the excerpted cases where students are given background and facts, the words of the Court, and a "Decision and Remedy" summary to improve their understanding followed by questions (Dimensions of...) that relate to criteria established by the AACSB.
- Develop students' critical reasoning skills with "What If the Facts Were Different," "Management Perspectives," "Landmark in the Legal Environment," "For Critical Analysis," and other practical features designed to help students apply their knowledge of business law.
- Motivate your students to identify issues and apply legal concepts with "Reviewing" hypotheticals, which present scenarios and ask a series of questions—a great interactive tool that helps students check their understanding of chapter material and grow their legal reasoning skills in the process!
- Show students how international laws address specific legal topics in the text with "Beyond Our Borders" features. Topics include "Judicial Review in Other Nations," "Antitrust Laws in the Global Context," and "Sexual Harassment in Other Nations."
- Cover real-world ethics and corporate accountability issues with extensive, up-to-date material on the Sarbanes-Oxley Act, as well as "Insight into Ethics" sections in selected chapters.

CONTENTS:

UNIT I: THE FOUNDATIONS.

1. Business and Its Legal Environment.
2. Ethics and Business Decision Making.
3. Courts and Alternative Dispute Resolution.
4. Constitutional Authority to Regulate Business.
5. Torts and Cyber Torts.
6. Criminal Law and Cyber Crime.
7. International Law in a Global Economy.
8. Intellectual Property and Internet Law.
9. Contract Formation.
10. Contract Performance, Breach, and Remedies.
11. Sales, Leases, and E-Contracts.
12. Strict Liability and Product Liability.
13. Creditor-Debtor Relations and Bankruptcy.

UNIT III: BUSINESS AND EMPLOYMENT.

14. Small Business Organizations,15. Corporations.
16. Agency.
17. Employment, Immigration, and Labor Law.
18. Employment Discrimination.

UNIT IV: THE REGULATORY ENVIRONMENT.

19. Powers and Functions of Administrative Agencies.
20. Consumer Protection.
21. Protecting the Environment.
22. Land-Use Control and Real Property.
23. Antitrust Law and Promoting Competition.
24. Investor Protection and Corporate Governance. Appendices.

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MARKETING LAW

THE LAW OF MARKETING, 2E

IE

Lynda J. Oswald, University of Michigan

Experienced marketing managers know that the law affects marketing activities in a variety of ways. Lynda Oswald's THE LAW OF MARKETING, 2e, International Edition traces a product's life cycle – from development to distribution to promotion to sale – and addresses the particular marketing principles and legal issues associated with each stage. Current business examples stress the relevance of these concepts to the everyday business world while legal cases are included to spark discussion and encourage critical thinking.

NEW TO THIS EDITION:

- **NEW Part Openers** – Part Openers have been added to highlight the book's unique and practical framework, which details the legal issues related to product development, distribution, promotion, and sale.
- **Fully Updated Content** – Topics throughout the book reflect the most current developments in marketing law.
- **New Cases** – Both Cases and Discussion Cases have been added to appeal to current business students and incorporate changes in the law, including *In re Bilski, A.V. v. iParadigms, LLC*; *Leegin Creative Leather Products v. PSKS, Inc.*; *Time Warner Cable, Inc. v. DirectTV, Inc.*
- **Revised Discussion Questions** – New and updated problems based on real cases appear at the end of the chapter and give students an opportunity to apply the legal concepts discussed in the chapter to real-life scenarios.

FEATURES:

- **Case Treatment Allows Ultimate Flexibility** – THE LAW OF MARKETING, 2e, International Edition offers two different types of case treatment to allow you to tailor your course to the needs of all students, regardless of major. Short summaries of relevant legal cases, paraphrased for readability and comprehension, are integrated into the text to highlight key legal concepts. Discussion Cases, which appear at the end of each chapter, are longer cases containing the language of the court.
- **Coverage for Today's Global and High-Tech Business World** – As businesses increasingly operate in a fast-paced, high-tech and global economy, coverage of internet and international legal issues have been integrated into the chapters.
- **Discussion Questions Develop Critical-Thinking Skills and Promote Application of Legal Concepts** – Problems based on real cases appear at the end of the chapter and give students an opportunity to apply the legal concepts discussed in the chapter to real-life scenarios.
- **Instructor's Resources Save Time and Help You Plan Your Course** – The

updated Instructor's Manual and Test Bank contains teaching tips, suggestions for background reading, and exam questions to help you prepare interesting lectures and efficiently create quizzes and tests.

CONTENTS:**PART ONE: INTRODUCTION.**

1. Overview of the Legal Environment of Marketing.

PART TWO: LEGAL ISSUES RELATING TO PRODUCT DEVELOPMENT.

2. Protection of Intellectual Property Assets Through Patent and Copyright Law.
3. Protection of Intellectual Property Assets Through Trade Secret Law, Contractual Agreements, and Business Strategies.

PART THREE: LEGAL ISSUES RELATING TO PRODUCT DISTRIBUTION.

4. Antitrust Law.
5. The Franchisor-Franchisee Relationship.

PART FOUR: LEGAL ISSUES RELATING TO PRODUCT PROMOTION.

6. Trademark Law.
7. Commercial Speech and Regulation of Advertising.
8. Consumer Protection Law.

PART FIVE: LEGAL ISSUES RELATING TO PRODUCT SALE.

9. Contracts and the Sales of Goods Law.
10. Warranties and Products Liability.

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TECHNOLOGY LAW

LEGAL ASPECTS OF MANAGING TECHNOLOGY, 5E

IE

Lee Burgunder, California Polytechnic

For future managers, the fast-paced world of technology offers both unlimited opportunities and difficult challenges. Understanding what the laws are, why they're important, and how they apply to cyberspace will help you to make better decisions. LEGAL ASPECTS OF MANAGING TECHNOLOGY, 5e, INTERNATIONAL EDITION guides you through the complex legal issues involved with today's rapidly-changing technology environment. This book offers a comprehensive presentation of intellectual property rights and solid coverage of other key topics including ecommerce, privacy, antitrust, and biotechnology. This edition's lively, intriguing writing style is packed with actual examples showing how real companies throughout the country analyze and apply legal concepts.

NEW TO THIS EDITION:

- **Superior Readability through Streamlined Presentation** – In this edition, the author has carefully edited the text to further enhance the presentation of the material and now provides a more concise explanation of integral technology issues without sacrificing topical coverage or case quantity.
- **Current Coverage of Evolving Laws** – This edition has been fully updated to incorporate changes in the law and include the most current issues in the technology law environment.
- **Engaging Today's Students with Interesting and Controversial Topics** – This text offers a wealth of interesting, real-life examples that students not only relate to, but are eager to discuss. Controversial topics like the expectation of privacy in regards to Facebook, MySpace, and sexting and the copyright issues involved with systems like Napster, Grokster, and now internet radio have been added to peak student curiosity and spark classroom debates and lively lectures.

FEATURES:

- **Topical Coverage Allows Ultimate Flexibility** – In addition to covering the traditional cyberlaw issues of intellectual property (trademarks, copyright, domain names) and ecommerce, this text also offers in depth coverage of patents and examines antitrust, and biotechnology issues.
- **Superior Readability and Engaging Examples** – The lively and accessible writing style is a hallmark feature of this text and the author engages readers with interesting real company examples that students are familiar with, including Apple, IBM, Facebook, MySpace, Wal-Mart, Amazon.com, and many more.
- **Seeing the Big Picture through Running Examples** – two running hypothetical and real-world company examples provide a framework for applying the law to various aspects and stages of product creation, development, distribution, and sale.
- **Interpreting and Applying the Law through Case Analysis** – A blend of key historical landmark cases and recent important judicial decisions are used. All cases are carefully edited (preserving the court's original language) so that readers can focus on the major facts and issues without being distracted by legal nuances.

CONTENTS:

1. An Overview of the Technology Policy Environment in the United States.
2. The International Technology Policy Environment.
3. Fundamental Requirements for Patent Protection in the United States.
4. Obtaining and Defending Patent Rights in the United States and Globally.
5. Patent Protection for Computer Programs and Internet Business Methods.
6. Biotechnology: Patent Issues and Other Policy Matters.
7. Protection of Secret Information.
8. Fundamental Aspects of Copyright Protection.
9. Copyright Protection for Computer Programs and Digital Media.
10. Copyrights in Cyberspace.
11. Protecting Trademarks and Product Designs in International Markets.
12. Domain Names and Other Trademark Issues on the Internet.
13. Tort Liabilities for Physical and Economic Harms.
14. Intrusions on Privacy and Other Personal Rights.
15. Important Contract Issues for Technology Companies.
16. Antitrust and Anticompetitive Conduct

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Accounting
Business Law
Economics, Finance and Real Estate
Management and Decision Sciences
Marketing

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Decision Sciences
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BUSINESS STATISTICS

INTRODUCTION TO BUSINESS STATISTICS, 7E

Ronald M. Weiers, Indiana University of Pennsylvania

IE

Highly praised for its exceptional clarity, conversational style and useful examples, INTRODUCTION TO BUSINESS STATISTICS, Seventh Edition, was written specifically for you. This proven, popular text cuts through the jargon to help you understand fundamental statistical concepts and why they are important to you, your world, and your career. The text's outstanding illustrations, friendly language, non-technical terminology, and current, real-world examples will capture your interest and prepare you for success right from the start.

NEW TO THIS EDITION:

- The new edition includes updated coverage of Six Sigma to prepare students to use statistical results successfully in the business world with the latest business applications. Coverage includes a description of the term, as well as its basis (plus/minus three standard deviations from the mean), philosophy, and popularity.
- The Seventh Edition has been thoroughly updated to feature more than 300 new or revised exercises, giving students a powerful opportunity to apply their knowledge and hone their skills by exploring the use of statistics in current, relevant business scenarios.
- An updated set of 82 computer solutions, with printouts and step-by-step instructions for Minitab® 15 and Microsoft® Excel® 2007, now makes it easier than ever to design and use assignments incorporating Minitab and Excel.
- Approximately 450 datasets for section, chapter, and case exercises provide you with abundant options for course assignments, making it easy to customize exercises to suit your course content, teaching preferences, or students' needs and interests.

FEATURES:

- A continuing, integrated case (the Thorndike Sports Equipment Company) provides an interesting, in-depth exploration of statistics in action, helping students apply course concepts to complex, realistic business scenarios, and allowing them to develop a strong appreciation for the value of statistics in guiding key business decisions throughout all parts of an organization.
- Strategically placed throughout the text in areas where students often need help, 21 Java applets from Gary McClelland's award-winning Seeing Statistics series are specifically adapted to help students visualize difficult statistical concepts in action. Three to five accompanying exercises per applet are ideal for individual practice or classroom participation.
- Microsoft® Excel® and Minitab® coverage, including step-by-step instructions and detailed output, is integrated throughout the text to demonstrate how these widely used spreadsheet and statistics applications can solve key business problems.
- The text emphasizes modern, practical business applications of statistics, including familiarizing students with the role of statistics in total quality management and business and survey research, as well as devoting significant coverage to ethical issues in statistical analysis and reporting.
- Discussions of data collection and research methods early in the book clearly frame and justify the statistical methodology presented, giving students a strong understanding of these important concepts.

CONTENTS:

Part I: BUSINESS STATISTICS: INTRODUCTION AND BACKGROUND.

1. A Preview of Business Statistics.
2. Visual Description of Data.

3. Statistical Description of Data.
4. Data Collection and Sampling Methods.

Part II: PROBABILITY.

5. Probability: Review of Basic Concepts.
6. Discrete Probability Distributions.
7. Continuous Probability Distributions.

Part III: SAMPLING DISTRIBUTIONS AND ESTIMATION.

8. Sampling Distributions.
9. Estimation from Sample Data.

Part IV: HYPOTHESIS TESTING.

10. Hypothesis Tests Involving a Sample Mean or Proportion.
11. Hypothesis Tests Involving Two Sample Means or Proportions.
12. Analysis of Variance Tests.
13. Chi-Square Applications.
14. Nonparametric Methods.

Part V: REGRESSION, MODEL BUILDING, AND TIME SERIES.

15. Simple Linear Regression and Correlation.
16. Multiple Regression and Correlation.
17. Model Building.
18. Models for Time Series and Forecasting.

Part VI: SPECIAL TOPICS.

19. Decision Theory.
20. Total Quality Management.
21. Ethics in Statistical Analysis and Reporting (online chapter).

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IE

STATISTICS FOR BUSINESS AND ECONOMICS, 11E

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

This book introduces sound statistical methodology within a strong applications setting. The authors clearly demonstrate how statistical results provide insights into business decisions and present solutions to contemporary business problems. New cases and more than 350 real business examples and memorable exercises, 150 of which are new in this edition, present the latest statistical data and business information.

NEW TO THIS EDITION:

- REVISED CHAPTER ON TIME SERIES ANALYSIS AND FORECASTING OFFERS CLEARER FOCUS. This completely rewritten chapter (Ch. 18) now focuses more on using the pattern in a time series plot to select an appropriate forecasting method. An optional appendix on forecasting using StatTools Excel Add-in offers new and updated exercises.
- REVISED CHAPTER ON NONPARAMETRIC METHODS HIGHLIGHTS THE CONTRASTS BETWEEN METHODS AND THEIR COUNTERPARTS. This edition's updated treatment of nonparametric methods (Ch. 10) now contrasts each nonparametric method with its parametric counterpart, describing

how fewer assumptions are required for nonparametric versions. Students examine the uses of the sign test, Wilcoxon Rank-Sum test, Mann-Whitney-Wilcoxon, Kurskal-Wallis test and rank correlation. New end-of-chapter appendices describe how to use Minitab, Excel, and StatTools to implement nonparametric methods and include 27 new data sets.

- **CHANGES IN TERMINOLOGY MORE ACCURATELY DESCRIBE DATA.** Rather than classifying nominal and ordinal data as qualitative and classifying interval and ratio data as quantitative, as in previous editions, the authors now refer to nominal and ordinal data as categorical data. Because nominal and ordinal data use labels or names to identify categories of like items, the term categorical is more descriptive.
- **NEW INTRODUCTION TO DATA MINING FAMILIARIZES STUDENTS WITH THIS EMERGING FIELD.** Now you can give your students an overview of the relatively new field of data mining and data warehousing with this edition's new coverage. Students gain an understanding of how the fields of statistics and computer science work together to make data mining operational and valuable.
- **NEW EMPHASIS ON ETHICAL ISSUES IN STATISTICS EXAMINES THE PROFESSIONAL'S RESPONSIBILITIES.** As ethical issues continue to grow in importance in today's business world, the authors respond with new, useful material in Chapter 1 that discusses the ethical issues students and professionals should consider when presenting and interpreting statistical information.
- **MORE THAN 150 NEW EXAMPLES AND EXERCISES REFLECT THE LATEST REAL DATA.** Text examples and exercises throughout this edition offer most current actual data and references from statistical information. This edition now offers a total of more than 350 real data examples and exercises, including 150 new updates that emphasize application as well as solid statistical methodology. Incorporating data from sources also referenced by The Wall Street Journal, USA Today, Barron's and others helps the authors demonstrate the many uses of statistics in business and economics today.

FEATURES:

- **TRUSTED TEAM OF EXPERT AUTHORS ENSURES THE MOST ACCURATE, PROVEN PRESENTATION.** As prominent, respected leaders and active consultants in business and statistics today, authors David R. Anderson, Dennis J. Sweeney, and Thomas A. Williams provide an accurate presentation of statistical concepts you can trust with every edition.
- **LEADING PROBLEM-SCENARIO APPROACH HELPS STUDENT UNDERSTAND AND APPLY CONCEPTS.** A hallmark strength of this text, this unique approach helps students understand statistical techniques within an applications setting. The statistical results provide insights into business decisions and detail how statistics are used within business today to solve problems.
- **SYSTEMATIC APPROACH EMPHASIZES PROVEN METHODS AND APPLICATIONS.** Students first develop a computational foundation and learn the use of techniques before moving to statistical application and interpretation of the value of techniques. Methods Exercises at the end of each section stress computation and use of formulas, while Application Exercises require students to use what they know about statistics to address real-world problems.
- **EXPANDED COVERAGE OF LEADING SOFTWARE PROVIDES ULTIMATE FLEXIBILITY.** Expanded, strengthened coverage of Microsoft® Office Excel® 2007 and Minitab 15 is still presented in chapter appendices to give you the flexibility of using this software or omitting this coverage as you teach. The book's Student CD provides time-saving data files and tools to efficiently complete text exercises. The Student CD also includes appendices that address Excel 2003 and Minitab 14 with data sets for those who continue to use these earlier versions of the software.
- **USE OF CUMULATIVE STANDARD NORMAL DISTRIBUTION TABLE PREPARES STUDENTS TO WORK WITH STATISTICAL SOFTWARE.** To more effectively prepare today's students to use computer software in statistics, this book incorporates a normal probability table that is consistent with today's statistical software. This cumulative normal probability table also makes it easier to compute p-values for hypothesis testing.
- **SIMPLIFIED INTRODUCTION TO P-VALUES CLARIFIES UNDERSTANDING FOR STUDENTS.** As in the previous edition, this edition emphasizes the use of p-values as the preferred approach to hypothesis testing. To further clarify the introduction of this concept for students, the authors now separate a

simplified conceptual definition of p-values from operational definitions that clarify how the p-value is computed for a lower-tail test, an upper-tail test, and a two-tail test.

CONTENTS:

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

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MANAGEMENT SCIENCE

AN INTRODUCTION TO MANAGEMENT SCIENCE, 13E

IE

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*

The key purpose of this book is to provide a sound conceptual understanding of the role that management science plays in the decision-making process. AN INTRODUCTION TO MANAGEMENT SCIENCE is applications-oriented and continues to use the problem-scenario approach in which a problem is described in conjunction with the management science model that's introduced. The model is then solved to generate a solution and recommendation to management.

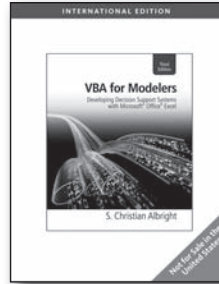
NEW TO THIS EDITION:

- To provide flexibility for instructors, the first eight chapters on optimization no longer use output from the Management Science software. All figures illustrating computer output are generic and totally independent of software selection.
- Chapter 15, Time Series Analysis and Forecasting, has been thoroughly revised to focus more on time series data and methods.
- Chapter 3, Linear Programming: Sensitivity Analysis and Interpretation of Solution is now presented in a more up-to-date fashion and emphasizes the ease of using software to analyze optimization models.
- New Management Science in Action, Cases, and Problems.

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.
- Integrated coverage of software applications most useful in today's business world equips students to use not only LINGO, but also Excel with quantitative add-ins. Coverage of LINGO and Excel with add-ins, Crystal Ball, TreePlan, and Premium Solver for Education appear in appendixes for maximum teaching flexibility.

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IE

VBA FOR MODELERS: DEVELOPING DECISION SUPPORT SYSTEMS WITH MICROSOFT® OFFICE® EXCEL, 3E

S. Christian Albright, *Indiana University, School of Business*

VBA FOR MODELERS, 3e, International Edition helps students gain valuable experience in automating simple but repetitive spreadsheet tasks, as well as developing decision support systems for complex management science models.

NEW TO THIS EDITION:

- This edition incorporates code changes that reflect changes from Excel® 2003 to Excel® 2007.
- This edition contains more material on automating Solver, @RISK, and SolverTable with VBA.
- This edition includes minor code changes to make heavier use of object variables and for improved code readability.

FEATURES:

- VBA FOR MODELERS, 3e, International Edition effectively illustrates the power of VBA when coupled with management science models.
- VBA FOR MODELERS, 3e, International Edition lets students begin with simple macros for automating common spreadsheet tasks and then progress to complete decision support systems.
- VBA FOR MODELERS, 3e, International Edition can be used as a stand-alone text or as an ideal companion book to any quantitative methods, management science, or operations research text.

CONTENTS:

Part I: VBA FUNDAMENTALS.

1. Introduction to VBA Development in Excel.
2. The Excel Object Model.
3. The Visual Basic Editor.
4. Recording Macros.
5. Getting Started With VBA.
6. Working with Ranges.
7. Control Logic and Loops.
8. Working with Other Excel Objects.
9. Arrays.
10. More on Variables and Subroutines.
11. User Forms.
12. Error Handling.
13. Working with Files and Folders.
14. Importing Data into Excel from a Database.
15. Working with Pivot Tables.
16. Working with Menus and Toolbars.
17. Automating Solver and Other Add-Ins.

Part II: VBA MANAGEMENT SCIENCE APPLICATIONS.

18. Basic Ideas for Application Development with VBA.
19. A Blending Application.
20. A Product Mix Application.

21. An Employee-Scheduling Application.
22. A Production-Planning Application.
23. A Logistics Application.
24. A Stock-Trading Simulation Application.
25. A Capital-Budgeting Application.
26. A Regression Application.
27. An Exponential Utility Application.
28. A Queuing Simulation Application.
29. An Option-Pricing Application.
30. An Application for Finding Betas of Stocks.
31. A Portfolio Optimization Application.
32. A Data Envelopment Analysis Application.
33. An AHP Application for Choosing a Job.
34. A Poker Simulation Application.

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OPERATIONS MANAGEMENT



OM, 2E

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 instructors, OM, Second Edition, provides a streamlined introduction to the core concepts, techniques, and applications of contemporary operations management. This concise, engaging, and accessible text includes a full suite of integrated learning tools—including flashcards, cases, data sets, games, and quizzes—in a convenient and affordable package perfect for today’s diverse learners. OM, Second Edition, contains updated examples featuring companies students will know from the news, as well as videos for every chapter, new case studies, and additional end-of-chapter problems, with still more new material available on the Premium Website. Five additional chapters are available on the website for instructors who want to go further into the quantitative aspects of operations management.

FEATURES:

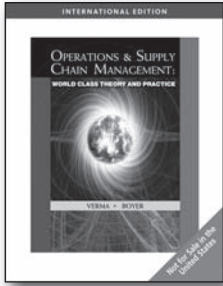
- An innovative, integrated package including both print and online content makes it easy to address the needs of today’s diverse learners via the core text and a wealth of multimedia teaching and learning assets, all developed with detailed input from more than 150 faculty and students.
- A streamlined 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 Premium 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 text is supported by a full suite of unique online learning tools designed for today’s diverse learning styles, including quizzes, flashcards, videos, games, and more.

CONTENTS:

1. Goods, 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.

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IE

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

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

Ken Boyer, Michigan State University; Rohit Verma, Cornell University

Boyer's breakthrough text meets today's student and instructor's needs and redefines the marketplace. He understands the importance of striking a balance by creating a book that does an even better job at covering the core concepts while also providing customers with a new product that fully addresses and approaches this course area from today's teaching and learning perspectives and actual business practices. The three unifying themes throughout the book are Strategy, Global Supply Chain, and Service Operations. Strategy will serve as an overarching framework and will be used in each chapter to present students with an alternative approach to specific challenges. Boyes uses examples from non-US companies and/or organizations in each chapter to incorporate Service Operations in the book. He shows that even some of the largest manufacturing companies today have extensive service activities such as customer support and product development. The Global Supply Chain theme will allow students to see how products move through different companies and countries with Boyes' use of real world examples throughout his text. Students will benefit from the robust supplements package and Boyes' motivation to use technology as a primary ingredient in his text.

FEATURES:

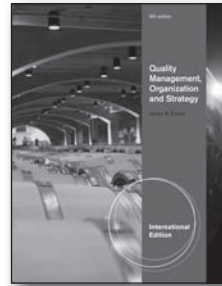
- Three unifying themes throughout the book: Strategy, Global Supply Chain, and Service Operations.
- Every chapter will include at least one example from a non-U. S. company or organization.
- Integrated, on-demand, user friendly CMS, web, and grading system materials.

CONTENTS:

- 1: Operations and Supply Chain Strategy.
- 2: Quality Management.
- 3: New Product Development.
- 4: Process Design and Analysis.
- 5: Forecasting.
- 6: Independent Demand Inventory.
- 7: Dependent Demand Inventory.
- 8: Project Management.
- 9: Optimization and Simulation Modeling.
- 10: Capacity Planning.
- 11: Quality Improvement Methods.
- 12: Lean Enterprise.
- 13: Technology and Integrated Supply Management.
- 14: Global Supply Chain and Service Integration.

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QUALITY MANAGEMENT



IE

QUALITY AND PERFORMANCE EXCELLENCE, 6E

James R. Evans, University of Cincinnati

Delivering cutting-edge coverage that includes the latest thinking and practices from the field, QUALITY AND PERFORMANCE EXCELLENCE, 6e presents the basic principles and tools associated with quality and performance excellence using relevant, real-world illustrations and examples. The text thoroughly illustrates how these basic principles and methods have been put into effect in a variety of organizations. It also illustrates the relationship between basic principles and the popular theories and models studied in management courses. Excellent case studies focus on large and small companies in manufacturing and service industries in North and South America, Europe, and Asia-Pacific.

NEW TO THIS EDITION:

- Thoroughly revised and updated, QUALITY AND PERFORMANCE EXCELLENCE, 6e
- Using real-world examples to illustrate text concepts, each chapter now begins with a "Performance Excellence Profile" highlighting a recent Baldrige recipient whose practices have particular relevance to the chapter material.
- Numerous new boxed examples and cases have been added throughout, illustrating key ideas and themes as well as giving students hands-on opportunities to sharpen their critical-thinking skills.
- Chapter 9 now takes a broader perspective of employee engagement than in previous editions.

FEATURES:

- Considerable flexibility is built into QUALITY AND PERFORMANCE EXCELLENCE, 6e 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 AND PERFORMANCE EXCELLENCE, 6e is organized according to traditional management topics. This student-friendly organization helps readers see the parallels between quality principles and management theories in areas such as organizational design and leadership.
- Part II introduces the importance of quality and performance excellence from a strategic perspective, the idea of customer-supplier relationships, and the role of organizational design. Part III, Performance Excellence and Organizational

IE

Behavior, discusses the themes of teamwork and empowerment as well as relates quality to the topics of groups and motivation. Part IV deals with practices for making performance excellence a part of today's organizations, focusing on leadership and the journey to performance excellence.

CONTENTS:

PART I FOUNDATIONS OF QUALITY AND PERFORMANCE EXCELLENCE.

1. Introduction to Quality and Performance Excellence.
2. Frameworks for Quality and Performance Excellence.
3. Tools and Techniques for Quality Design and Control.
4. Tools and Techniques for Quality Improvement.

PART II PERFORMANCE EXCELLENCE, STRATEGY, AND ORGANIZATION THEORY.

5. Competitive Advantage and Strategic Management for Performance Excellence.
6. Quality in Customer-Supplier Relationships.
7. Designing Organizations for Performance Excellence.

PART III: PERFORMANCE EXCELLENCE AND ORGANIZATIONAL BEHAVIOR.

8. Quality Teamwork.
9. Engagement, Empowerment, and Motivation.

PART IV LEADERSHIP AND ORGANIZATIONAL CHANGE.

10. Leadership for Performance Excellence.
11. Performance Excellence and Organizational Change.

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THE MANAGEMENT AND CONTROL OF QUALITY, 8E

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

Prepare for success in quality management today with this leading text that focuses on the fundamental principles of total quality and emphasizes high-performance management practices, such as those reflected in the Baldrige Criteria. These authors are experienced leaders in the fields of performance management and quality. Look no further for the definitive resource for coverage of ISO 9000 certification, Six Sigma, and the U.S. Malcolm Baldrige National Quality Award standards. A wealth of current examples from leading organizations throughout the world reflects quality as they emphasize the practical aspects of the book's managerial focus and pertinent technical topics. You can efficiently prepare to become an ASQ Certified Quality Manager, as this edition covers most of the Body of Knowledge required for ASQ certification. It's everything you need, now and throughout your career, to ensure quality management success.

NEW TO THIS EDITION:

- The authors have consolidated topics in process management, process improvement tools, and quality in product design into new chapters. They have expanded the strategic focus on performance excellence into a separate chapter, and have integrated leadership with building and sustaining high-performance organizations.
- All chapters have been updated to provide the most current coverage available. New topics in this edition include strategic leadership, core competencies and strategic work systems design, customer engagement, workforce engagement, workforce capability and capacity, the life cycle of quality initiatives, lean tools and lean Six Sigma, and design for excellence.
- The authors have also developed new and interesting Quality Profiles and Quality in Practice cases and a wide variety of examples from organizations around the world. These profiles and QIP cases emphasize the importance of quality in the global economy. They have also added new cases and revised many end-of-chapter problems from the previous edition.
- "Bonus Materials" are available on the student Premium website and include additional cases, summaries of key points
- and terminology, supplementary topics, and additional cases and Quality in Practice features.

FEATURES:

- Contrasts and comparisons of Baldrige, ISO 9000, and Six Sigma in the managerial chapters of the book.
- Student-friendly layout highlighting important concepts.
- "Bonus Materials" are available on the student premium Web site and include additional cases, summaries of key points and terminology, supplementary topics, and additional cases and Quality in Practice features.
- Text coverage of most of the body of knowledge (BOK) required for ASQ

certification as a Certified Quality Manager.

CONTENTS:

Part I. THE QUALITY SYSTEM.

1. Introduction to Quality.
2. Total Quality in Organizations.
3. Philosophies and Frameworks.

Part II. THE MANAGEMENT SYSTEM.

4. Strategic Focus for Performance Excellence.
5. Focusing on Customers.
6. High-Performance Workforce Management.
7. Process Management.
8. Performance Measurement and Information Management.
9. Leading, Building, and Sustaining Performance Excellence in Organizations.

Part II. SIX SIGMA AND THE TECHNICAL SYSTEM.

10. Statistical Thinking and Applications.
11. Six Sigma and Process Improvement.
12. Design for Quality and Product Excellence.
13. Statistical Process Control.

Appendix A-1.

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Business Law
Economics, Finance and Real Estate
Management and Decision Sciences
Marketing

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ECONOMIC DEVELOPMENT



ECONOMIC DEVELOPMENT IN ASIA, 2E

J Malcolm Dowling, University of Hawaii; Ma Rebecca Valenzuela, University of Melbourne

Economic Development in Asia, 2e provides the reader with an in-depth theoretical and empirical analysis of current economic trends and policy issues in the countries that comprise developing Asia—a vast region extending from the Indian subcontinent to China and Japan.

Each chapter begins with a theoretical foundation that provides the basis for a detailed discussion of major micro- and macroeconomic developments and policy issues in these Asian developing countries. Country and regional examples, along with summaries of empirical studies, are introduced to illustrate different points of view regarding the development experience.

FEATURES:

- **UNIQUE ASIAN DEVELOPMENT PERSPECTIVE.** Offers an exclusive look at economic growth and development from the viewpoint of Asian developing countries, and the authors' own critical interpretation of the issues involved.
- **UPDATED DATA AND DEVELOPMENTS.** Explores recent developments in the global economic crisis of 2008/2009 and their impacts on Asia. It includes recent data and developments in agriculture, industry, finance, international trade, poverty, environment, health, and education.
- **COMPREHENSIVE.** The text is based on an extensive review of key contemporary issues in economic development in Asia. Material covers a wide range of topics such as macroeconomics, microeconomics, international trade, human resources and poverty.
- **SUPPORTING COUNTRY CASE STUDIES.** Extensive use of specific country studies with supporting current empirical data from databases from the Asian Development Bank, United Nations, and World Bank.
- **FIRM THEORETICAL AND EMPIRICAL GROUNDING.** Careful adaptation of theoretical and empirical materials has been made to reflect and explain economic developments in the Asian region from both micro and macroeconomic point of view.
- **REVIEW QUESTIONS AND ADDITIONAL READINGS.** A section of review questions and list of further readings are provided at the end of each chapter.

CONTENTS:

1. Introduction and Overview
2. Growth and the Asian Experience
3. The Asian Crises and Recent Developments
4. Agriculture
5. Industrialization and Structural Change
6. International Trade and Investment

7. Savings and the Financial System
8. Population
9. Poverty and Income Distribution
10. Human Resource Development: A Focus on Education and Health
11. Globalization and the "New Economy"
12. The Environment and Sustainable Developments in Asia
13. The Political Economy of Developments in Asia

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ECONOMIC ISSUES

ECONOMIC ISSUES AND POLICY, 5E **IE** (with InfoApps 2-Semester Printed Access Card)

Jacqueline Murray Brux, University of Wisconsin, River Falls

This book provides students with a grasp of basic economic tools through the analysis of important economic issues and their related policy perspectives. Economic theory is presented in a simple, market-oriented framework at a level of technicality that is deliberately appropriate for a basic first course in economics directed at non-majors. Complex topics more appropriate for a Principles of Economics course are left out or contained in appendices. In analyzing economic situations and the implications of policies, liberal and conservative viewpoints are effectively balanced -- the careful presentation of conservative and liberal viewpoints is one of the unique characteristics of this book.

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IE

ECONOMICS AND CONTEMPORARY ISSUES, 8E

Ronald Moomaw, Oklahoma State University; Kent Olson, Oklahoma State University; Bill McLean; Michael Applegate, Oklahoma State University

Moomaw/Olson/Applegate/McLean's *ECONOMICS AND CONTEMPORARY ISSUES, 8E*, International Edition examines major economic issues related to education, health care, Social Security, unemployment, inflation, and international trade. This edition also examines social and political phenomena throughout the world, such as the collapse of communism and central planning, the role of government in today's economy as well as crime and poverty. The authors clearly connect today's issues to key economic principles and applications with captivating insights and a solid international perspective. Useful online study tools and an inviting writing style assist the reader today and in the future job market.

NEW TO THIS EDITION:

- **NEW MODULAR CONTENT ALLOWS MAXIMUM FLEXIBILITY:** You can now easily customize your course to align with today's most current events or topics of special interest to you and your students with this edition's new modular format. Simply present this edition's 18 chapters seamlessly in the order that best fits your needs.
- **THE LATEST CONTENT AVAILABLE ON KEY ECONOMIC TOPICS KEEPS YOUR COURSE ON THE CUTTING EDGE:** Count on this new edition to keep you and your students up to date with the latest information and developments on important economic topics, including health economics, inefficiency, education, unemployment, the budget deficits, and Social Security. This current, topical resource will enhance classroom discussion and assist with homework and research projects.

FEATURES:

- **EXPANDED, CURRENT COVERAGE OF INTERNATIONAL TRADE PROVIDES IMPORTANT BACKGROUND:** A dedicated chapter thoroughly explains the basis for international trade; benefits of trade; causes of the trade deficit; consequences of this deficit; and costs of popular cures, such as tariffs and quotas. This expanded coverage allows you and your students to discuss and debate current trade policies and their domestic and international effects.
- **THE LATEST CONTENT ON GLOBALIZATION PREPARES STUDENTS FOR TODAY'S GLOBAL ECONOMY:** The new edition carefully examines and expands coverage of the outsourcing of service jobs and use of cheap labor in developing countries. This more thorough coverage allows you and your students to intelligently discuss the current nature of today's global economy.
- **FOCUS ON THE BASICS ENSURES THOROUGH UNDERSTANDING OF THE MOST IMPORTANT ECONOMIC CONCEPTS:** Now you can drive home the most basic tools in micro- and macroeconomic analysis as this edition emphasizes key concepts throughout with extensive applications. Supply-demand analysis thoroughly examines economic issues. Frequent use of the concept of opportunity cost conditions students to think of costs as alternatives foregone and to apply the concept to their own decisions.

Numerous applications of the aggregate supply-aggregate demand model ensure students closely examine unemployment and inflation.

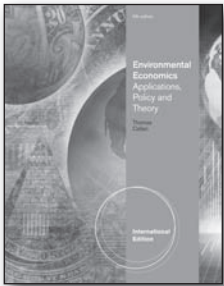
- **BALANCED COVERAGE ENSURES EQUAL TREATMENT OF MICROECONOMIC AND MACROECONOMIC ISSUES:** This edition offers a more balanced treatment of microeconomic and macroeconomic issues than most other texts. After discussing economic growth in Chapter 1 and economic systems in Chapter 2, five of the 16 remaining chapters cover macroeconomic issues, including unemployment, inflation, the federal budget, and balance of payment deficits. The book also closely examines the microeconomic aspects of agriculture, monopoly power, health care, crime, pollution, education, Social Security, and poverty.
- **INFOTRAC WITH ECONAPPS:** Help your students effectively research the information they need while saving time and money and eliminating frequent treks to the library and long waits for reserved readings. InfoTrac® College Edition offers access to more than 5,000 academic and popular magazines, newspapers, and journals online. This edition also includes access to South-Western's EconApps, a resource with hundreds of timely news articles, debates, and data options related to economic topics that are most important right now.

CONTENTS:

1. Economic Growth: An Introduction to Scarcity and Choice.
2. An Introduction to Economic Systems and the Workings of the Price System.
3. Competitive Markets and Government Policy: Agriculture
4. Efficiency in Resource Allocation: How Much Do We Have? How Much Do We Want?5. Market Power: Does It Help or Hurt the Economy?
6. Air Pollution: Balancing Benefits and Costs.
7. Health Care: How Much? For Whom?
8. Crime and Drugs: A Modern Dilemma.
9. College Education: Is It Worth the Cost?
10. Educational Reform: The Role of Incentives and Choice.
11. Poverty: New Approaches to an Old Problem.
12. Tracking and Explaining the Macroeconomy.
13. Unemployment: The Legacy of Recession, Technological Change, and Free Choice.
14. Inflation: A Monetary Phenomenon.
15. Sustained Budget Deficits: Is This Any Way to Run a Government?
16. Social Security: Leading Issues and Approaches to Reform.
17. International Trade: Beneficial, but Controversial.
18. Financing Trade and the Trade Deficit.

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ENVIRONMENTAL ECONOMICS


IE

ENVIRONMENTAL ECONOMICS: APPLICATIONS, POLICY, AND THEORY, 5E (with InfoApps 2-Semester Printed Access Card)

Janet M. Thomas, Bentley University; Scott J. Callan, Bentley University

Provides an applied, practical approach to environmental economic theory that is accessible to students who have had minimal exposure to economics as well as those with an advanced understanding. With a strong focus on policy and real-world issues, Thomas/Callan's ENVIRONMENTAL ECONOMICS: APPLICATIONS, POLICY, AND THEORY, 5e, INTERNATIONAL EDITION complements economic theory with timely, real-world applications. Undergraduate or MBA students gain a clear perspective of the relationship between market activity and the environment. This text integrates a strong business perspective into the development of environmental decision making for a unique vantage point often overlooked in more conventional approaches. Students learn to use economic analytical tools, such as market models, benefit-cost analysis, and risk analysis, effectively to assess environmental problems and to evaluate policy solutions. With a proven, modular structure, this edition provides a well-organized presentation with the flexibility to tailor the presentation to your needs.

NEW TO THIS EDITION:

- Fresh new Applications boxes place more emphasis on international policies: Ten new Applications boxes place additional focus on international or global environmental policies in this edition. Applications highlight recent issues that have affected or continue to influence policy decisions and today's business practices, such as Undefined Property Rights to China's Rivers, International Climate Changes and Ecological Risks, UK Climate Change Benefit-Cost Analysis, and What is a Carbon Footprint?
- Updated policies and examples reflect the most current developments: All the policies, data, applications, and examples in this edition highlight the most current information at the time of publication. Some of the new policies include Montreal Adjustment of 2007, the Pesticide Registration Improvement Renewal Act, the EPA's Endangerment Finding of 2009 relating to the threat of greenhouse gases, environmental changes linked to the Emergency Economic Stabilization Act of 2008, and The American Recovery and Reinvestment Act of 2009.
- The latest data ensures tables and figures remain up to date: Numerous tables and figures throughout this edition clarify concepts at a glance with the most current economic and financial information available.

FEATURES:

- Quantitative environmental economics tools help students refine skills:

Proven quantitative environmental economics tools throughout this applied practical text, such as benefit-cost analysis and risk analysis, give your students numerous opportunities to develop and hone their professional quantitative and analytical skills.

- Integrated quantitative problems and models provide valuable practice: A wealth of quantitative problems and models throughout every chapter in this edition provide opportunities to apply the text's concepts. End-of-chapter Review Questions feature at least one problem using algebra or a graphical analysis. Corresponding solutions appear in the Instructor's Manual for your convenience.
- Contemporary boxed Applications demonstrate theory in action in today's business world: Your students see concepts actually applied in real business today as Applications integrated throughout the text highlight how theories are used to confront real present-day challenges.
- Margin Definitions instantly clarify terms and reinforce concepts: For the convenience of today's readers, clear Margin Definitions help your students master terminology, while reinforcing the book's fundamental concepts.
- Internet links keep course information on the cutting edge: Throughout the text, memorable icons highlight Web-related resources for both you and your students, pointing to the most recent updates and additional information that extend your students' learning well beyond the text.

CONTENTS:

Module 1: MODELING ENVIRONMENTAL PROBLEMS.

1. The Role of Economics in Environmental Management.
2. Modeling the Market Process: A Review of the Basics.
3. Modeling Market Failure.

Module 2: MODELING SOLUTIONS TO ENVIRONMENTAL PROBLEMS.

4. Conventional Solutions to Environmental Problems: The Command-and-Control Approach.
5. Economic Solutions to Environmental Problems: The Market Approach.

Module 3: ANALYTICAL TOOLS FOR ENVIRONMENTAL PLANNING.

6. Environmental Risk Analysis.
7. Assessing Benefits for Environmental Decision Making.
8. Assessing Costs for Environmental Decision Making.
9. Benefit-Cost Analysis in Environmental Decision Making.

Module 4: THE CASE OF AIR.10. Defining Air Quality: The Standard-Setting Process.

11. Improving Air Quality: Controlling Mobile Sources.
12. Improving Air Quality: Controlling Stationary Sources.
13. Global Air Quality: Policies for Ozone Depletion and Global Warming.

Module 5: THE CASE OF WATER.

14. Defining Water Quality: The Standard-Setting Process.
15. Improving Water Quality: Controlling Point and Nonpoint Sources.
16. Protecting Drinking Water: The Safe Drinking Water Act.

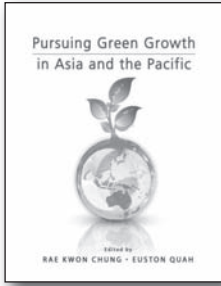
Module 6: THE CASE OF SOLID WASTES AND TOXIC SUBSTANCES.

17. Managing Hazardous Solid Waste and Waste Sites.
18. Managing Municipal Solid Waste.
19. Controlling Pesticides and Toxic Chemicals.

Module 7: GLOBAL ENVIRONMENTAL MANAGEMENT.

20. Sustainable Development: International Trade and International Agreements.
21. Sustainable Approaches: Industrial Ecology and Pollution Prevention.

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PURSUING GREEN GROWTH IN ASIA AND THE PACIFIC

Rae Kwon Chung; Euston Quah, Nanyang Technological University

The Asia-Pacific region is experiencing the fastest economic growth among the regions of the world. Yet, economic growth in its current form is placing enormous pressure on the environmental carrying capacity of the region. Unless this is properly checked, the environmental carrying capacity for future generations will be seriously compromised. Despite the increasing environmental pressure arising from economic growth, it is only through economic growth that the nations of the region can reduce poverty and improve environmental management. Therefore, the challenge is not to limit economic growth but to convert it into an environmentally sustainable form. In other words, the region has to turn away from the conventional 'Grow First, Clean Up Later' paradigm and move towards the 'green growth' paradigm which harmonises economic growth with environmental sustainability.

The book aims to develop the new paradigm for environmentally sustainable economic growth or 'green growth' in Asia and the Pacific. Firstly, it discusses the present status of environmental sustainability, especially the issue of eco-efficiency of consumption and production patterns. Secondly, it looks at the challenging issues of environmental sustainability including the problem of sustainable resource-based development, the controversial relationship between economic growth and environmental sustainability and the relationship between environmental regulation and competitiveness. Finally, it looks at how to make markets work for green growth, utilising public policy to stimulate eco-efficiency, the role of economics and regional cooperation to achieve green growth.

FEATURES:

- Discussion and illustration of key 'green growth' concepts such as sustainable development, ecological efficiency and resource productivity.
- Inclusion of more than 150 figures and sets of numerical data to complement analysis of conceptual and technical issues.
- Comparative discussion of Asian-Pacific countries with European ones where appropriate.
- Global perspectives from academics, environmental economists and researchers based in the United States, United Kingdom, France, Korea, Japan, Singapore and New Zealand.

CONTENTS:

Part I State of Environmental Sustainability in Asia and the Pacific

1. Prospects for environmental sustainability in Asia and the Pacific
2. Eco-efficiency and resource productivity: Concepts, indicators and trends in Asia-Pacific

Part II Challenging Issues of Environmental Sustainability in Asia and the Pacific

3. Sustainable resource-based development in Asia and the Pacific: Overcoming the problem of "dualism within dualism"
 4. On the relationship between economic growth and environmental sustainability
 5. Pursuing green growth: Some conflicts and necessary conditions for a pragmatic environmental policy
 6. Environmental regulation and its effects on competitiveness: The case of Korean industries
 7. The value of nature in economic growth: A case-study of Australia
- Part III New Paradigm for Green Growth in Asia and the Pacific**
8. Concept and system change in the Asian and Pacific region
 9. Making markets work for sustainable development: The OECD approach
 10. Stimulating eco-efficiency in Asia and the Pacific: The role of public policy
 11. Green growth through green accounting and policy reform
 12. Achieving "green growth": The role of economics
 13. Beyond green growth: Sustainable development in East Asia

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HEALTH ECONOMICS



HEALTH ECONOMICS, 5E

(with Economic Applications and InfoTrac® 2-Semester Printed Access Cards)

Rexford Santerre, Bentley College; Stephen Neun, Utica College of Syracuse University

HEALTH ECONOMICS, 5e, INTERNATIONAL EDITION delivers current, comprehensive, and complete coverage that equips you with a solid, practical knowledge of today's fast-changing health care systems. Thoroughly revised, the new Fifth Edition addresses the many changes in both the public and private sectors as it thoroughly presents the costs and benefits associated with various health care choices. With a lively and inviting writing style, the text presents topics in an easy-to-understand format that uses only the core foundations of economic theory while also presenting real-world applications that you can readily apply to your own life.

NEW TO THIS EDITION:

- **CURRENT COVERAGE:** Reflecting the latest developments from the field, many topics have been added or expanded for the new fifth edition--ensuring the most up-to-date coverage available!
- **NEW! INTRODUCTORY CHAPTER:** Thoroughly revised and rewritten, Chapter 1 is now an introductory chapter, equipping students with a basic understanding of the field before progressing to more specific topics and issues.
- **MEDICAID UPDATE:** Reflecting changes in the industry, the coverage of Medicaid has been completely revised and updated.

- **COMPREHENSIVE REVIEW:** Offering excellent exam preparation, new review questions and problems have been added that give students more hands-on experience applying chapter material to real-world issues.

FEATURES:

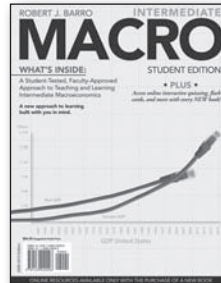
- **REAL-WORLD APPLICATION:** Intriguing “Insight” boxes present Health Economics “in action” throughout the text, allowing students to see how chapter concepts apply to everyday life. “Insights” present a detailed account of an article that empirically estimates or measures a concept discussed in the text.
- **BASIC ECONOMICS:** The authors are very careful to use only the core foundations of economics as they examine the health care industry. This allows instructors the flexibility to use this text for a variety of courses and easily teach students with varying levels of prior economics experience.
- **INDUSTRY PERSPECTIVE:** Packed with practical applications, HEALTH ECONOMICS exposes students to institutional arrangement, operation, and performance of a large number of health care markets, including long-term care.
- **COST-BENEFIT ANALYSIS EMPHASIS:** Throughout the text, the authors continue to stress the importance of cost-benefit analysis and that this basic microprinciple is the core to understanding health economics.
- **FLEXIBLE COVERAGE OF REGRESSION ANALYSIS:** An appendix on regression analysis is provided at the end of Chapter 1, giving instructors the flexibility to introduce students to a more in-depth treatment of regression analysis.

CONTENTS:

1. Introduction.
2. Health and Medical Care: An Economic Perspective.
3. Cost and Benefit Analysis.
4. Health Care Systems and Institutions.
5. The Demand for Medical Services.
6. The Demand for Medical Insurance: Traditional and Managed Care Coverage.
7. Medical Care Production and Costs.
8. Structure, Conduct, Performance, and Market Analysis.
9. Government, Health, and Medical Care.
10. Government as Health Insurer.
11. The Private Health Insurance Industry.
12. The Physician Services Industry.
13. The Hospital Services Industry.
14. The Pharmaceutical Industry.
15. The Long-Term Care Industry.
16. Health Care Reform.

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**INTERMEDIATE
MACROECONOMICS**



INTERMEDIATE MACRO

(with Product Web Site Printed Access Card and Review Cards)

Robert J. Barro, Harvard University

Immediately engage today’s reader with MACRO, a unique modern presentation of macroeconomics that makes it easy to emphasize a solid microfoundations and real-business cycle approach in a presentation unlike any other intermediate macroeconomics text. Student engineered and faculty approved, Robert Barro’s MACRO demonstrates an extraordinary command of growth, equilibrium, and business cycle theory with a focus on microfoundations. Captivating features range from rocker Bono’s perspective on debt relief to the hidden costs of multiple shifts and overtime hours, all within a unified model of macroeconomics ideal for all majors. The distinctive, magazine-style pages of Barro’s MACRO were inspired by feedback from students and refined by input from more than seventy teaching professionals. The result is a brief paperback packed with current policy and data examples that reflect the author’s extensive research in the field, as well as a suite of tightly integrated learning aids that accommodate the busy, diverse lifestyles of today’s learners. Students can even access the Cengage Global Economic Watch, which connects to thousands of journal and news articles and videos using a simple search engine. Students experience intermediate macroeconomics as it happens today with the powerful, appealing presentation and resources found only in MACRO.

FEATURES:

- “Back to Reality” features exemplify macro theory at work in policy and history: Now you can make theory memorable and meaningful for your students as “Back to Reality” features present theory at work in the real world using historical and policy examples. Chapter 2, for instance, discusses controversy with the consumer price index and its ramifications (with entitlement programs, such as Social Security tied to CPI). Chapter 5 presents the author meeting U2’s Bono and the rock star’s perspective on debt relief and foreign aid.
- “Extending the Model” builds on chapter concepts: This effective learning feature helps to clarify and build on concepts presented in the chapter. For instance, “Extending the Model” shows how supply and demand curves are functions (Chapter 2) and explores endogenous population growth (Chapter 4).
- “Do the Math” helps ensure students grasp algebra steps: Now you can ensure your students understand the algebra behind the models as this helpful feature leads readers through the algebra required in careful, manageable steps. For example, when Chapter 4 explores working with the Solow Growth

Model, numerous “Do the Math” boxes help students grasp concepts and work through the model as the theory is explained.

- “By the Numbers” clearly demonstrates how macroeconomists use empirical data: Show students the value and importance of empirical data as they clearly see how it is used in business by macroeconomists. For example, one “By the Numbers” box shows an overview of Gross State Products for the United States and examines how each state contributes to GDP (Chapter 2). Another box studies empirical evidence for the response of consumption to anticipated income changes (Chapter 7).

CONTENTS:

Part I: INTRODUCTION.

1. Thinking about Macroeconomics.
2. National-Income Accounting: Gross Domestic Product and the Price Level.

Part II: ECONOMIC GROWTH.

3. Introduction to Economic Growth.
4. Working with the Solow Model.
5. Conditional Convergence; Long-Run Economic Growth.

Part III: ECONOMIC FLUCTUATIONS.

6. Markets, Prices, Supply and Demand.
7. Consumption, Saving, and Investment.
8. An Equilibrium Business-Cycle Model.
9. Capital Utilization and Unemployment.

Part IV: MONEY AND PRICES.

10. The Demand for Money and the Price Level.
11. Inflation, Money Growth, and Interest Rates.

Part V: THE GOVERNMENT SECTOR.

12. Government Expenditure.
13. Taxes.
14. The Public Debt.

Part VI: MONEY AND BUSINESS CYCLES.

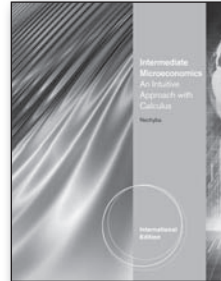
15. Money and Business Cycles I: The Price-Misperceptions Model.
16. Money and Business Cycles II: Sticky Prices and Nominal Wage Rates.

Part VII: INTERNATIONAL MACROECONOMICS (Online Chapter).

17. World Markets in Goods and Credit (Online Chapter).
18. Exchange Rates (Online Chapter).

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INTERMEDIATE MICROECONOMICS



IE

MICROECONOMICS AN INTUITIVE APPROACH WITH CALCULUS (with LiveGraphs Printed Access Card)

Thomas Nechyba, Duke University

Presenting microeconomic theory as a way of looking at the world, MICROECONOMICS: AN INTUITIVE APPROACH WITH CALCULUS, International Edition builds on the basic economic foundation of individual behavior. Each chapter is divided into two sections. The A sections introduce concepts using intuition, a conversational writing style, everyday examples, and graphs. The B sections cover the same concepts with precise, accessible mathematical analyses that pre-suppose one semester of single-variable calculus. The package offers unprecedented flexibility in terms of topical coverage and graphical analysis: each copy includes access to online LiveGraphs, a suite of interactive, animated graphs that allows students to view dimensional graphs and functions illustrated in the book, as well as some additional graphs that are not in the printed text. Students can play and replay the LiveGraphs while listening to a brief explanation of the graphs.

FEATURES:

- **LiveGraphs:** Have you ever sliced an onion in class to demonstrate the three-dimensional nature of a utility function? Nechyba's LiveGraphs put graphical analyses online, where students can play and replay animated figures with audio captions. Students can watch lines get plotted, see curves move, and in some cases, change variables to affect results.
- **Everyday Applications:** Rather than confining applications to static boxed features, Nechyba incorporates applications into end-of-chapter exercises. By working through exercises that exemplify key applications, students learn by doing and can apply their knowledge beyond the text.
- **Business Applications:** How does pricing of one product affect demand for another produced by the same business? How might a firm most efficiently use cap-and-trade pollution vouchers? What is the impact of a capital-gains-tax-induced increase in the rental price of capital on firms within an industry? By working through exercises in each chapter, students answer these and other questions, questions that business professionals must also answer.
- **Policy Applications:** How do private school vouchers affect tuition levels? How effective are anti-price gauging laws during times of supply disruption? How do governments consider policies for subsidizing saving vs. taxing borrowing? Each chapter includes relevant policy applications such as these in the exercises.
- **Linked Graphical and Mathematical Analysis:** By first exploring an intuitive and graphical approach to the topics, then linking the concepts with

mathematical analyses, students build both mathematical skills and abstract thinking. The result is a better understanding of microeconomics foundations, and better preparation for further coursework in economics, business, or policy studies.

CONTENTS:

1. Introduction.

Part I: CONSUMERS, WORKERS AND SAVERS/BORROWERS.

2. Choice Sets and Budget Constraints.
3. Choice Sets in Labor and Financial Markets.
4. Tastes and Indifference Curves.
5. Different Types of Tastes.
6. Doing the Best We Can.
7. Income and Substitution Effects in Consumer Goods Markets.
8. Wealth and Substitution Effects in Labor and Financial Markets.
9. Demand for Goods and Supply of Labor and Capital.
10. Consumer Surplus and Dead Weight Loss.

Part II: PRODUCERS (OR FIRMS).

11. Single Input Production.
12. Production with Multiple Inputs.
13. Production Decisions in the Short and Long Run.

Part III: PRICES, MARKETS, AND THE FUNDAMENTAL WELFARE THEOREMS.

14. Competitive Market Equilibrium.
15. The Invisible Hand and Market Equilibrium.
16. General Equilibrium.
17. Risk and Uncertainty.

Part IV: DISTORTIONS OF THE INVISIBLE HAND IN COMPETITIVE MARKETS.

18. Elasticities, Price Distorting Policies and Non-Price Rationing.
19. Taxes and Subsidies.
20. Interference with Trading Across Time and Space.
21. Production and Consumption Externalities.
22. Asymmetric Information (Insurance Markets, Discrimination).

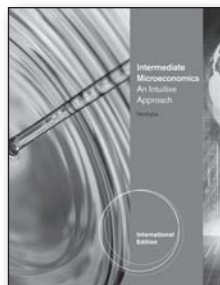
Part V: DISTORTIONS OF THE INVISIBLE HAND FROM NON-COMPETITIVE MARKETS.

23. An Introduction to Game Theory.
24. Market Power: Monopoly and Monopsony.
25. Innovation and Monopolistic Competition.
26. Oligopoly.
27. Public Goods.

Part VI: MAKING THE WORLD A BETTER PLACE.

28. Governments and Politics.
29. What is Good?
30. Balancing Government, Civil Society and Markets.

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MICROECONOMICS: AN INTUITIVE APPROACH

(with LiveGraphs Printed Access Card)

Thomas Nechyba, Duke University

Using intuition, a conversational writing style, everyday examples and outstanding graphs to present microeconomic theory as a way of looking at the world, MICROECONOMICS: AN INTUITIVE APPROACH, International Edition sets a new standard for clarity in the course and requires no prior background in calculus. It builds on the foundation of individual behavior, showing students the big picture of economic intuition while developing conceptual thinking skills with carefully written analysis. The first chapters establish a set of tools based on utility functions, so students learn about supply and demand in context, with a solid understanding of the underpinnings of those concepts. The package offers unprecedented flexibility in terms of topical coverage and graphical analysis. Each new copy of the text also includes access to a premium website featuring Nechyba's LiveGraphs, a suite of interactive, animated graphs that allows students to view dimensional graphs and functions illustrated in the book, as well as some additional graphs that are not in the printed text. Students can play and replay the LiveGraphs while listening to a brief explanation of the graphs.

FEATURES:

- **LiveGraphs:** Have you ever sliced an onion in class to demonstrate the three-dimensional nature of a utility function? Nechyba's LiveGraphs put graphical analyses online, where students can play and replay animated figures with audio captions. Students can watch lines get plotted, see curves move, and in some cases, change variables to affect results.
- **Everyday Applications:** Rather than confining applications to static boxed features, Nechyba incorporates applications into end-of-chapter exercises. By working through exercises that exemplify key applications, students learn by doing and can apply their knowledge beyond the text.
- **Business Applications:** How does pricing of one product affect demand for another produced by the same business? How might a firm most efficiently use cap-and-trade pollution vouchers? What is the impact of a capital-gains-tax-induced increase in the rental price of capital on firms within an industry? By working through exercises in each chapter, students answer these and other questions, questions that business professionals must also answer.
- **Policy Applications:** How do private school vouchers affect tuition levels? How effective are anti-price gauging laws during times of supply disruption? How do governments consider policies for subsidizing saving vs. taxing borrowing? Each chapter includes relevant policy applications such as these in the exercises.
- **In-chapter Exercises:** Each chapter is divided into digestible segments punctuated by learning exercises to help students check their understanding. Answers are available online.

CONTENTS:

1. Introduction.
- Part I: CONSUMERS, WORKERS AND SAVERS/BORROWERS.**
2. Choice Sets and Budget Constraints.
3. Choice Sets in Labor and Financial Markets.
4. Tastes and Indifference Curves.
5. Different Types of Tastes.
6. Doing the Best We Can.
7. Income and Substitution Effects in Consumer Goods Markets.
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- Part VI: MAKING THE WORLD A BETTER PLACE.**
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29. What is Good?
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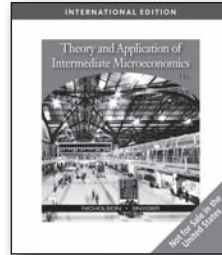
PRICE THEORY, 8E

(with Economic Applications Printed Access Card and InfoTrac®)

Steven Landsburg, University of Rochester

The new edition of PRICE THEORY AND APPLICATIONS delivers a text that will both challenge and intrigue students as it equips them with the tools and skills to apply economic principles to the world around them. Inductive, hands on, and highly interactive, the book is intellectually rigorous yet student friendly, with countless applications and resources to help readers fully understand concepts. Using the same humorous, easy-to-read approach as his popular *The Armchair Economist*, Steve Landsburg offers thorough coverage of traditional topics of intermediate price theory as well as emerging issues, such as the economics of information.

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THEORY AND APPLICATION OF INTERMEDIATE MICROECONOMICS, 11E (with InfoApps 2-Semester Printed Access Card)

Walter Nicholson, Amherst College; Christopher Snyder, Dartmouth College

THEORY AND APPLICATION OF INTERMEDIATE MICROECONOMICS, INTERNATIONAL EDITION offers an exceptionally clear and concise introduction to the economics of markets. This proven text uses a managerial focus and includes relevant applications and strong examples, with an algebraic approach, and emphasizes activities that allow you to learn by doing.

NEW TO THIS EDITION:

- The authors have added or revised many applications to give them a strong managerial focus while illustrating key economic concepts in the context of current high-interest topics, such as the high-definition standards war and moral hazard in the financial crisis. Other applications include health care, the value of cell phones, a comparison of SUVs vs. minivans, insurance, Nash equilibrium, sports strategies, and terrorism.
- New "Policy Challenges" features at the end of many applications challenge students to consider how new or existing policies relate to the topics being explored, providing a useful real-world focus.
- Several chapters have been condensed or combined for a more streamlined presentation and focused discussion, offering an excellent balance between thorough, effective coverage of essential microeconomics topics and an appealing, student-friendly format.
- A new chapter on behavioral economics provides a detailed introduction to this important topic, exploring the notion of price differentials that compensate for risk before covering finance-related issues such as diversifiable risk, risk premia, and options and hedging.
- Numerous new problems have been added.

FEATURES:

- The text features a full complement of integrated pedagogical features to enhance student learning, including review checklists, an end-of-text glossary, solutions to odd-numbered problems, review questions, questions at the end of applications, numerical examples of major concepts, chapter summaries, and the new "Policy Challenges" features.
- MicroQuizzes within the chapters reinforce learning as key concepts are presented, enabling students to better absorb and retain the information, while end-of-chapter problems provide a more thorough review of the material to help students succeed in the course.
- In addition to a strong managerial approach reflected throughout the text, the authors maintain an algebra focus in all mathematical presentations, making the material manageable for students without a strong foundation in calculus.
- InfoTrac® College Edition has been integrated into the text through margin notes with keywords related to the chapter topics, giving students access to a database of over two million articles from hundreds of reliable scholarly and popular publications, including magazines, journals, encyclopedias, and newsletters.
- Students receive access to Economic Applications resources including

EconDebate Online, EconNews Online, EconLinks Online, and EconData Online, giving them a wealth of useful information and interactive learning tools to complement the text and help them succeed in class.

CONTENTS:

Part 1: INTRODUCTION.

1. Economic Models. Appendix: Mathematics Used In Microeconomics.

Part 2: DEMAND.

2. Utility and Choice.
3. Demand Curves.

Part 3: UNCERTAINTY AND STRATEGY.

4. Uncertainty and Expected Utility.
5. Game Theory.

Part 4: PRODUCTION, COSTS, AND SUPPLY.

6. Production.
7. Costs.
8. Profit Maximization and Supply.

Part 5: PERFECT COMPETITION.

9. Perfect Competition in a Single Market.
10. General Equilibrium and Welfare.

Part 6: MARKET POWER.

11. Monopoly.
12. Imperfect Competition.

Part 7: INPUT MARKETS.

13. Pricing in Input Markets.
14. Capital and Time.

Part 8: ADDITIONAL TOPICS

15. Asymmetric Information.
16. Public Goods and Externalities.
17. Behavioral Economics.

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MANAGERIAL ECONOMICS

ECONOMICS FOR MANAGERS: TRANSACTIONS AND STRATEGIES **IE**

(with InfoApps Access card)

Bob Michaels, California State University, Fullerton

Through its modern approach to managerial economics, **ECONOMICS FOR MANAGERS: TRANSACTIONS AND STRATEGIES**, prepares students to become informed business decision makers by bringing the course materials for managerial economics up to date with the theory and practice of the field. Organized around the idea that transactions are the fundamental unit of economics, and that their governance by markets, contracts, or organizations is the most important economic question for businesses to cope with, this revolutionary text uses vivid examples from around the world to illustrate relevant theory. The first portion of the text covers the familiar economic theory of markets when transactions are standardized while the second half focuses on contracts, risk and asymmetric information, and organizational design.

FEATURES:

- **NOBEL PRIZE-WINNING PARADIGM.** This is the first and only text for managerial economics to be organized around the basic paradigm originated by Oliver Williamson (2009 Nobel Prize Winner in Economics): that transactions are the fundamental unit of economics, and that their governance by markets, contracts or organizations is the most important

economic question for businesses to cope with.

- **REAL-WORLD RELEVANCE.** The author devotes two entire chapters to the economics of contracts and risk and information in contracts. This coverage is crucial to today's business decision-makers and is not typically found in other managerial texts.
- **GLOBAL PERSPECTIVE.** Vivid Introductions and What's Next sections frame each chapter's content with business examples from a variety of industries and nations to underscore the critical importance of transactions and strategy in business decision-making. Questions include: who operates the biggest machine in the world; what is the most reliable determinant of whether patients being treated for heart attack will live or die; what can a satellite photo of the African continent tell us about the costs of transactions?
- **CHECKPOINT QUESTIONS.** Checkpoint questions at key intervals throughout the chapters ask students to recall important points and gauge how well they are mastering the basic chapter concepts.
- **DISCUSSION POINTS.** For Further Thought questions throughout the chapters pose questions of greater computational difficulty or ask readers to consider a more open-ended question for discussion

CONTENTS:

PART I CREATING ECONOMIC VALUE.

1. Reasoning with Economics: Models and Information.
2. Transactions and Institutions: The Building Blocks.

PART II MARKETS.

3. Markets.
4. Cost and Production.
5. Extreme Markets I: Perfect Competition.
6. Extreme Markets II: Monopoly.
7. Between the extremes: Interaction and Strategy.
8. Competition and Strategy.

PART III CONTRACTS.

9. Beyond Markets; Property and Contracts.
10. The Economics of Contracts.
11. Risk and Information in Contracts.

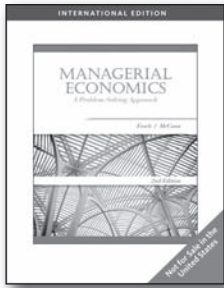
PART IV ORGANIZATIONS.

12. Organizations in Concept and Practice.
13. Organizational Design.

PART V APPLICATIONS: VERTICAL INTEGRATION AND EMPLOYMENT.

14. Vertical Relationships.
15. Employment Relationships.
16. Time, Risk and Options.
17. Conflict, Negotiation and Group Choice.

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IE

MANAGERIAL ECONOMICS: A PROBLEM SOLVING APPROACH, 2E

Luke M. Froeb, Vanderbilt University; Brian T. McCann, Purdue University

Froeb/McCann's *MANAGERIAL ECONOMICS: A PROBLEM SOLVING APPROACH*, 2E, International Edition covers traditional material using a problem-based pedagogy built around common business mistakes. Models are used sparingly, and then only to the extent that they help students figure out why mistakes are made, and how to fix them. This edition's succinct, fast-paced presentation and challenging, interactive applications place students in the role of a decision maker who has to identify mistakes that reduce profits, and propose solutions to bring profits back up. The lively book provides an excellent ongoing reference for students pursuing business careers. New chapters and updates highlight mistakes that precipitated the financial crisis.

NEW TO THIS EDITION:

- **THE LATEST ECONOMIC UPDATES ADDRESS THE CURRENT ECONOMIC SITUATION WORLDWIDE:** The latest economic information throughout this current edition keeps your course on the cutting edge of today's ever-changing world economic developments. Students see the importance and power of managerial economics as they understand how the principles directly relate to recent economic and financial crises and events.
- **NEW CHAPTER (CH. 11) ON USING SUPPLY AND DEMAND ALLOWS STUDENTS TO STUDY THE AFFECTS ON FOREIGN MARKETS AND TRADE:** Now you can better equip students to make informed, profitable business decisions as this edition's new chapter (Ch. 11) on Using Supply and Demand closely examines the market for foreign exchange, the purchasing power parity, effects of currency appreciation and devaluations, and bubbles.

FEATURES:

- **STRONG, PROVEN, MBA-LEVEL PRESENTATION EMPHASIZES PROBLEM-SOLVING:** Written specifically for the MBA-level managerial economics class, this book's solid pedagogy teaches students to solve problems rather than simply learn models. Students connect economics to decisions made on the job. This book emphasizes fewer math and technical models, as well as fewer graphs and figures than traditional managerial economics texts, but provides a much stronger emphasis on today's real business world.
- **INTERACTIVE END-OF-CHAPTER MATERIAL PLACES STUDENTS IN ROLE OF DECISION MAKER:** A variety of effective end-of-chapter applications present real business scenarios that give students the opportunity to resolve actual business problems and pursue the most profitable and rational decisions. Eight to 10 end-of-chapter scenarios for every chapter provide excellent choices for individual assignments, group projects, or class discussions.
- **FIRST CHAPTER CLEARLY INTRODUCES BOOK'S SUBJECT MATTER:** Students begin with a strong foundation and understanding of the managerial economics to follow as Chapter 1 overviews and introduces the principles with an emphasis on how economics impact today's business decisions.
- **HIGH LEVEL OF READABILITY ENSURES STUDENT COMPREHENSION:**

Both instructors using this text and reviewers agree that this edition offers a highly effective level of readability to make sure your students thoroughly understand concepts and how they apply before moving ahead. Succinct lessons present relevant theory in an accessible and compact way, while learning features enable students to clearly understand the theory and immediately apply it.

CONTENTS:

Preface: Teaching Students to Solve Problems.

Part I: PROBLEM SOLVING AND DECISION MAKING.

1. Introduction: What This Book Is About.
2. The One Lesson of Business.
3. Benefits, Costs, and Decisions.
4. Extent (How Much) Decisions.
5. Investment Decisions: Look Ahead and Reason Back.

Part II: PRICE, COST, AND PROFIT.

6. Simple Pricing.
7. Economies of Scale and Scope.
8. Understanding Markets and Industry Changes.
9. Relationships Between Industries: The Forces Moving Us Towards Long-Run Equilibrium.
10. Strategy, the Quest to Slow Profit Erosion.
11. Using Supply and Demand: Trade, Bubble, Market Making.

Part III: PRICING FOR GREATER PROFIT.

12. More Realistic and Complex Pricing.
13. Direct Price Discrimination.
14. Indirect Price Discrimination.

Part IV: STRATEGIC DECISION MAKING.

15. Strategic Games.
16. Bargaining.

Part V: UNCERTAINTY.

17. Making Decisions with Uncertainty.
18. Auctions.
19. The Problem of Adverse Selection.
20. The Problem of Moral Hazard.

Part VI: ORGANIZATIONAL DESIGN.

21. Getting Employees to Work in the Firm's Best Interests.
22. Getting Divisions to Work in the Firm's Best Interests.
23. Managing Vertical Relationships.

Part VII: WRAPPING UP.

24. You Be the Consultant.

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MONEY AND BANKING



M & B

(with Review Cards, Web Site Printed Access Card, GEC Printed Access Card and GE

Dean Croushore, *The Federal Reserve Bank of Philadelphia*

Student-engineered and faculty-approved, Croushore's innovative M&B was shaped by extensive input from today's students and refined by numerous dedicated instructors. The result is an engaging, accessible book with online learning solutions that meet the diverse needs of today's learners while providing true value. The book's brief, focused approach reads like a business periodical, rather than a text, as it addresses the modern framework of today's financial system in which both financial markets and banks play important roles. A wealth of real business applications and inviting writing, infused with memorable examples, relates financial topics to the reader's every day life and career. More than 130 figures, full-color photos, and cartoons, as well as Cengage South-Western's online Global Economic Watch, help captivate and inform the reader. Count on M&B to connect today's learner to the latest developments in money and banking today for long-term personal and career success.

FEATURES:

- **AN INNOVATIVE COMBINATION OF PRINTED AND ONLINE CONTENT RESPONDS TO STUDENT LEARNING NEEDS:** This magazine-style core text and wealth of integrated multimedia teaching and learning resources were shaped by student focus groups and surveys and by input from numerous instructors just like you. The result is an engaging and accessible solution that appeals to different learning styles at a value-based price. Cengage South-Western's online Global Economic Watch further connects your students to the latest developments in economics today.
- **BRIEF YET COMPREHENSIVE, CHAPTERS COMMUNICATE CONCEPTS WITHIN A MAGAZINE-STYLE, CAPTIVATING PRESENTATION:** M&B's unique, modern design delivers money and banking content like a business periodical rather than a traditional text. More than 130 photos and visuals as well as contemporary examples within comprehensive chapters encourage students to read and interact without minimizing coverage within your course.
- **FULL SUITE OF UNIQUE LEARNING TOOLS ADDRESSES VARIOUS LEARNING STYLES:** Extensive online study tools integrated with each new book offer the multimedia resources instructors thought students would use most, including downloadable flash cards, interactive workshops and online quizzing, and learning games--all available on the book's website: <http://www.4ltrpress.cengage.com/m&B>. In addition, students can instantly access the latest up-to-the-minute economic developments with Cengage South-Western's online Global Economic Watch.
- **THE LATEST FINANCIAL COVERAGE REFLECTS RECENT FINANCIAL CRISES**

THROUGH 2009: Updated content, such as Chapter 2 -- The Financial System and the Economy -- provides insights into the most recent financial developments and changes as recent as the 2008-2009 Financial Crisis. The book's online Global Economic Watch (updated 4 times each day) further keeps your course abreast of the latest developments.

- **"DATA BANK" AND "POLICY INSIDER" PROVIDE INSIGHTS INTO ACTUAL BUSINESS CHALLENGES:** Engaging "Data Bank" features explore how data collection affects real-world businesses, institutions, and investors. "Policy Insider" boxes provide first-hand insights as these features highlight the author's personal experience with policy decision at the Federal level.
- **"APPLICATION TO EVERYDAY LIFE" SECTIONS AND "POLICY ISSUES" RELATE CONCEPTS TO TODAY'S LIFE:** Examples within the book's "Application to Everyday Life" help students connect concepts in the text to their personal experiences, while chapter-ending "Policy Issues" highlight key policy decisions that relate to the chapter content.

CONTENTS:

Part I: INTRODUCTION TO MONEY AND BANKING.

1. Money and the Financial System.
2. The Financial System and the Economy.
3. Money and Payments.
4. Present Value.
5. The Structure of Interest Rates
6. Real Interest Rates.
7. Stocks and Other Assets.

Part II: FUNDAMENTALS OF BANKING.

8. How Banks Work.
9. Government's Role in Banking.

Part III: MACROECONOMICS.

10. Economics Growth and Business Cycles.
11. Modeling Money.
12. The Aggregate-Demand/Aggregate-Supply Model.
13. Modern Macroeconomic Models.
14. Economic Interdependence.

Part IV: MONETARY POLICY.

15. The Federal Reserve System.
16. Monetary Control.
17. Monetary Policy: Goals and Tradeoffs.
18. Rules for Monetary Policy.

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PRINCIPLES OF ECONOMICS



ECON FOR MICROECONOMICS

(with Premium Web Site Printed Access Card and Review Cards)

William A. McEachern, Professor Emeritus, University of Connecticut

Created through a “student-tested, faculty-approved” review process with over 150 students and faculty, ECON FOR MICROECONOMICS, 2E is an engaging and accessible solution to accommodate the diverse lifestyles of today’s learners. ECON FOR MICROECONOMICS, 2E, a unique book for your principles of microeconomics course, began with YOU. We asked you, the students, through conversations, focus groups, surveys, and interviews, how you learn best. Based on your answers and on input from faculty, we took your suggestions--online graphing practice, quizzing and review cards--and built them into the most innovative approach to teaching and learning principles of microeconomics today. This student-tested, faculty-approved streamlined text and suite of multimedia learning aids are designed to accommodate the busy and diverse lifestyles of today’s learners. With ECON FOR MICROECONOMICS, 2E, you’ll find everything you need to prepare efficiently and succeed in your principles of microeconomics course.

FEATURES:

- The Second Edition has been extensively updated to include new data, information, and examples, giving you current and relevant material to capture students’ interest and convey the importance of microeconomics in today’s world.
- 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 150 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 appeals 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. (please make sure the resources you list pertain to your title and are available).

CONTENTS:

Part I: INTRODUCTION TO ECONOMICS.

1. The Art and Science of Economic Analysis.
2. Economic Tools and Economic Systems.
3. Economic Decision Makers.
4. Demand, Supply, and Markets.

Part II: INTRODUCTION TO THE MARKET SYSTEM.

5. Elasticity of Demand and Supply.
6. Consumer Choice and Demand.
7. Production and Cost in the Firm.

Part III: MARKET STRUCTURE AND PRICING.

8. Perfect Competition.
9. Monopoly.
10. Monopolistic Competition and Oligopoly.

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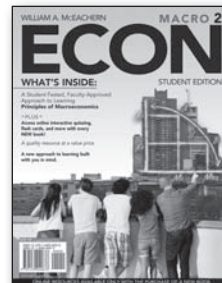
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18. Income Distribution and Poverty.

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20. International Finance.
21. Developing and Transitional Economies.

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ECON FOR MACROECONOMICS, 2E

(with Web Site Printed Access Card and Review Cards)

William A. McEachern, Professor Emeritus, University of Connecticut

Created through a “student-tested, faculty-approved” review process with over 150 students and faculty, ECON FOR MACROECONOMICS, 2E is an engaging and accessible solution to accommodate the diverse lifestyles of today’s learners. ECON FOR MACROECONOMICS, 2E, a unique book for your principles of macroeconomics course, began with YOU. We asked you, the students, through conversations, focus groups, surveys, and interviews, how you learn best. Based on your answers and on input from faculty, we took your suggestions--online graphing practice, quizzing and review cards--and built them into the most innovative approach to teaching and learning principles of macroeconomics today. This student-tested, faculty-approved streamlined text and suite of multimedia learning aids are designed to accommodate the busy and diverse lifestyles of today’s learners. With ECON FOR MACROECONOMICS, 2E, you’ll find everything you need to prepare efficiently and succeed in your principles of

macroeconomics course.

FEATURES:

- The Second Edition has been extensively updated to include new data, information, and examples, giving you current and relevant material to capture students' interest and convey the importance of macroeconomics in today's world.
- 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 visually appealing, modern design featuring numerous photos gives ECON FOR MACROECONOMICS, 2E the look and feel of a business periodical rather than a traditional text, while an accessible writing style and contemporary examples keep students engaged and actively learning.
- Streamlined chapters averaging 15 pages allow students to read manageable sections without minimizing coverage for your course, enabling you to present core macroeconomic principles using McEachern's accessible, example-driven approach.
- 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 text is supported by a full suite of unique online learning tools and multimedia resources designed for today's diverse learning styles, including downloadable flashcards, interactive graphing workshops, online quizzes, videos, games, and more.

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3. Economic Decision Makers.
4. Demand, Supply, and Markets.

Part II: FUNDAMENTALS OF MACROECONOMICS.

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9. Aggregate Expenditure Components.
10. Aggregate Expenditure and Aggregate Demand.
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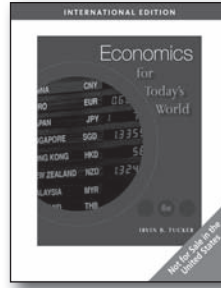
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18. International Trade.
19. International Finance.
20. Developing and Transitional Economies.

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ECONOMICS FOR TODAY'S WORLD, INTERNATIONAL EDITION, 6E

Irvin B. Tucker, University of North Carolina, Charlotte

Straightforward and engaging, **ECONOMICS FOR TODAY'S WORLD, 6e** uses a unique textual and visual learning system to present, reinforce and test students comprehension while teaching them the basic concepts of economic principles while also giving them the context to apply them in their everyday lives. This concise text focuses on core concepts, providing an extremely student friendly text that includes unparalleled pedagogy and teaching support. Engaging and easy to use, this book's fast-paced, action-packed approach explains all the essential concepts without being encyclopedic as it teaches students to apply basic economic principles to real-world issues.

NEW TO THIS EDITION:

- More student self-assessment tools--including additional end-of-chapter practice quiz questions and new study guide questions--help students check their subject comprehension.
- Fuller explanation of Consumer Surplus, Producer Surplus and Market Efficiency in new appendix of Chapter 3 (Market Supply and Demand).
- Greater flexibility for instructors not covering the Keynesian Model with expanded coverage of the multiplier in Chapter 21 (Fiscal Policy).
- New "Analyze the Issue" covering European trading in carbon-emissions permits added to Chapter 14 (Environmental Economics).
- Increased coverage of currency including the Euro and its effects on the European and American economies and a brief history of U.S. currency, along with updated key events like the California Energy Crisis.
- Make exam preparation easier with additional practice quiz questions and new study guide questions.
- Learn more about Consumer Surplus, Producer Surplus and Market Efficiency with new appendix of Chapter 3 (Market Supply and Demand).
- Keep current with updated content including coverage on European trading in carbon-emissions permits--new to Chapter 14 (Environmental Economics).

FEATURES:

- Enhance course preparation with robust array of instructor supplements--many developed by the author, including the Test Bank with pre-tested questions.
- Cement subject comprehension with EconCentral for Tucker, an optional online collection of study resources including flash cards, videos, news articles, chapter quizzes and graphing exercises.
- Reinforce or clarify subject matter with interesting, engaging Economics Videos with Steven Tomlinson, optional online video segments.
- Give students the advantage with Aplia, the most successful product in principles of economics; Aplia homework assignments are designed to have the same look, level and feel as the Tucker text.
- Unique learning system combines active reading experience with visual reinforcement, so you can easily understand--and remember--concepts.
- Learn concepts step-by-step: content is presented in manageable bites,

reinforced through critical analysis and engaging visual summaries, then reviewed with self-testing tools.

- Immediately connect chapter concepts to real-world scenarios and current issues through “You’re the Economist,” “Analyze the Issue,” and Internet activity features.
- Easily visualize complex economic relationships with unique “Causation Chains,” flow charts that visually illustrate events’ causes and effects.

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Part I: INTRODUCTION TO ECONOMICS.

1. Introducing the Economic Way of Thinking.
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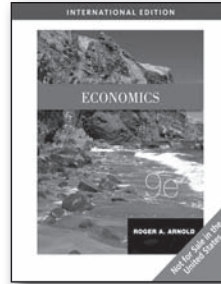
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- Appendix B Answers to Practice Quizzes.

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ECONOMICS, 9E

Roger A. Arnold, California State University, San Marcos

Let Roger Arnold’s *ECONOMICS, 9e, INTERNATIONAL EDITION* be your partner for success. With innovative new pedagogical features, increased coverage of globalization, easy customization, and fully integrated digital and course management options, *ECONOMICS* is the perfect solution for any classroom. Packed with intriguing pop culture examples, the text bolsters student interest by illustrating the unexpected places economics occurs, and how economic forces link events to our lives.

The ninth edition is integrated with powerful resources, such as Aplia, which enable instructors to teach what they want, how they want. These resources also provide unsurpassed planning and management tools, like homework that is automatically assigned, graded, and recorded online. With new content reflecting a changing economy, and new resources addressing the needs of a changing classroom, *ECONOMICS, 9e, INTERNATIONAL EDITION* is an ideal text for Principles courses.

NEW TO THIS EDITION:

- Office Hours--This feature seeks to emulate the kinds of questions students bring to Economics instructors after class. Office Hours explores key concepts such as how the money supply works; the purpose of the PPF; marginal revenue and marginal costs; and the purpose of the AD/AS framework.
- Enhanced “Thinking Like an Economist”--This classic *ECONOMICS* feature now rotates through the narrative along with two new features: Finding Economics and Common Misconceptions. Finding Economics illustrates the economics around us, such as how a technological advance in farming may end up resulting in more attorneys, accountants, or teachers. Common Misconceptions illuminates murky questions like whether one person’s profit is another person’s loss, and whether the wealthy really pay a lower percentage of taxes than others.
- Enhanced Globalization Coverage--This chapter has been significantly expanded, revised and updated. It now offers a total picture of how globalization affects the U.S., and how economies interact throughout the world.

FEATURES:

- Macro & Micro Themes: Framing all the content around two key themes helps readers see how macro/micro themes and policies are interconnected. Macroeconomics is organized into Understanding Price Level and GDP, Economics Stability vs. Instability, and Policy Efficacy. Micro themes are Objectives of the Individual or Firm, Constraints on the Individual or Firm, and Making Choices Considering Objectives and Constraints.
- Economics 24/7: Illustrating the practical relevance of key concepts, this feature explores anything that can be explained through economic analysis. For example: Is economics at work in the plastic surgeon’s office? How do natural disasters affect the economy? How does the law of demand work for iPods? What economics concepts are illustrated in the ABC series, “Lost?”

Which is better, a tax rebate or a tax bonus? Economics 24/7 trains readers to look for economic forces at work—and understand the principles behind them.

- Enhanced Presentation Options: For greater flexibility, the ninth edition offers a choice of Enhanced PowerPoint slides, traditional lecture outline slides, or exhibit-only slides. The Enhanced PowerPoint slides have more sophisticated graphics and features, and include hotlinks to both Cengage's online graphing workshop and key economic data on the Internet. Additionally, JoinIn on Turning Point integrates the interactivity of today's "keypad" technology into instructors' lectures.

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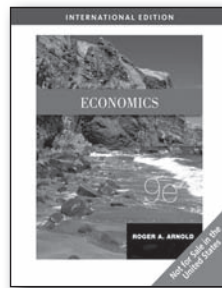
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**ECONOMICS: GLOBAL FINANCIAL CRISIS
 UPDATED EDITION, 6E**
 (with Global Economic Crisis GEC Resource Center Printed
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John B. Taylor, Stanford University; Akila Weerapana, Wellesley College

Gain a better understanding of today's global financial crisis, its possible causes and potential consequences with the thoroughly revised **ECONOMICS, 6E: FINANCIAL CRISIS UPDATED EDITION, International Edition** by accomplished economic expert John B. Taylor and co-author Akila Weerapana. Completely updated chapters focus on the latest information regarding monetary policy (Ch. 15), economic fluctuations, money and inflation, and capital and financial markets. As former Undersecretary of the Treasury for International Affairs and one of the most respected voices in economics, author John Taylor provide usnique insights into today's issues. Updated graphs, figures, and popular learning features present the latest issues, including coverage of the Obama Administration. This clearly written text continues to offer concise yet thorough coverage of current economic theories with refreshing examples, engaging applications, and Aplia, the leading homework solution.

NEW TO THIS EDITION:

- **REVISED CHAPTERS THROUGHOUT REFLECT TODAY'S GLOBAL FINANCIAL CRISIS** --Give your students the most current look at today's global financial crisis with timely, thorough revisions throughout most of this edition's chapters, especially those chapters covering macroeconomics. Timely, completely revised chapters on economic fluctuations, money and inflation, and capital and financial markets, in particular, reflect the latest developments. In addition, Chapter 15, now renamed "Monetary Policy and the Financial Crisis," specifically explores recent financial and economic events.
- **PROVEN FEATURES NOW FOCUS ON THE MOST UP-TO-DATE ISSUES AND THE NEW OBAMA ADMINISTRATION** --Now your students can explore today's most up-to-date, critical issues and review the Obama Administration in action with new and revised popular "Economics in the News" and "Economics in Action" features. Updated graphs and figures further reinforce the reader's understanding of the latest economic changes.

FEATURES:

- **PROVEN PEDAGOGY OFFERS UP-TO-DATE, TRADEMARK LEARNING FEATURES** --This book's reader-friendly approach integrates a variety of

engaging learning features proven to help simplify advanced topics and make them accessible to students. Trademark Conversation boxes provide succinct, step-by-step guidance. Updated “Economics in the News” and “Economics in Action” boxes provide you and your students with fresh applications to discuss.

- **SOLID COVERAGE OF MACROECONOMICS ADDRESSES KEY ECONOMIC DEVELOPMENTS** --In addition to the most recent developments, this book's thorough coverage of macroeconomics addresses key economic developments throughout the last 25 years, including the rapid growth of China and India and the growth and stabilizing of the U.S. economy.
- **AUTHOR JOHN B. TAYLOR'S UNMATCHED INTERNATIONAL ECONOMIC EXPERIENCE PROVIDES UNIQUE INSIGHTS** --Examples throughout the text draw upon author John Taylor's experiences as Undersecretary of the Treasury for International Affairs. He provides engaging discussions of numerous topics, including the history of money and the new Millennium Challenge Corporation (MCC) program, through which the U.S. gives assistance to less developed countries.
- **APLIA TRUSTED HOMEWORK SOLUTIONS ENSURES STUDENT ARE PREPARED AND YOU SAVE TIME** --Helps your students perform better with this trusted homework solution that makes economics relevant and engaging for students. Text-correlated real-time interactive tutorials, online experiments, news analyses, and auto-graded problem sets provide students with instant feedback and save you time as grades are automatically recorded.

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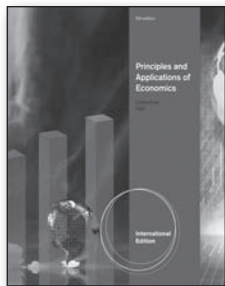


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Global Economics Crisis Resource Center

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

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PRINCIPLES AND APPLICATIONS OF ECONOMICS, 5E

Robert Hall, Stanford University; Marc Lieberman, New York University

Acclaimed economists Lieberman and Hall have made the latest edition of PRINCIPLES AND APPLICATIONS ECONOMICS, 5e, International Edition as current as the headlines. Since real-world policy issues, decisions, and applications impact you on an everyday basis, Lieberman and Hall use these true, cutting-edge examples to illustrate core economic theory and application. Straightforward and easy-to-understand, this comprehensive text will equip you with a solid foundation in economics that you can build upon wherever your career path may lead. Lieberman and Hall's careful focus on important economic theories and applications, and how they relate to practical questions, effectively communicates that economics is an integrated, powerful body of knowledge that can address complex domestic and global issues. A wealth of interactive online exercises, graphing applications, and research resources will help reinforce your understanding of economic principles.

NEW TO THIS EDITION:

- In the Microeconomics section of the book, Chapter 1 (What is Economics?) and Chapter 2 (Scarcity, Choice, and Economic Systems) were reorganized, and new material on international trade added to Chapter 2. Chapter 4 (Working with Supply and Demand) was greatly revised and includes a new section on the housing market.
- A new Chapter 12 (Labor Markets) combines the previous edition's chapters 11 and 12 with a simplified labor market treatment, so wage inequality can be covered more quickly. In addition, recession is covered throughout the book, as appropriate.
- In the Macroeconomics section of the book, federal goals and targets receive a new up-to-date treatment. In addition, fiscal policy is moved up to Chapter 24, and is more policy oriented, reflecting the prominent role of fiscal policy in the current recession.
- The money multiplier has been moved to an appendix in Chapter 25. A new chapter, Chapter 26, has been added on central banking and monetary policy, and includes a greater correlation with current economic problems and regulations, and serves as a set up for later policy chapters.

FEATURES:

- Proven Authors: A cutting-edge researcher, Bob Hall is one of the nation's most respected economists. Marc Lieberman is a first-class economist, talented writer, and award-winning teacher.
- Core Emphasis: Hall/Lieberman's signature accessible yet no-nonsense approach ensures that all students gain a solid understanding of core material. Instructors can use this base of knowledge as a launching pad for interesting extensions of those topics.
- Microeconomics Approach: The text's sensible approach to microeconomics includes a separate chapter covering the MC=MR rule of profit maximization before covering each individual market structure. Also, the chapter on

efficiency is placed after market structures, separating description and assessment issues, and providing a more unified approach.

- Modern Macroeconomics Approach: Long-run and short-run perspectives are continually compared, with strengths/limitations presented honestly and clearly. Ch. 21 Economic Fluctuations explains why different perspectives exist and resolves a variety of controversies and contradictions.
- Homework and Mini Cases: Cutting-edge homework and course management technology found in package features like Aplia offer instructors time saving and flexibility. New or significantly revised end-of-chapter "Using the Theory" mini-cases give instructors relevant, real-world applications to use in lively class discussions or for homework assignments.

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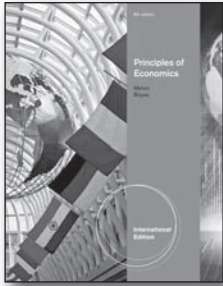
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27. Aggregate Demand and Aggregate Supply.
28. Inflation and Monetary Policy.
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PRINCIPLES OF ECONOMICS, 8E

Michael Melvin, Arizona State University; William Boyes, Arizona State University

PRINCIPLES OF ECONOMICS maintains the hallmarks of the Melvin/Boyes series--accessible writing, strong pedagogy, and integration of global economic issues--while faithfully presenting the latest thinking of economists on important microeconomic and macroeconomic phenomena. The authors have carefully integrated their popular pedagogy, cutting-edge teaching and learning technology, and a full range of supplements to create a complete program that clearly illustrates the connections between key economic principles and real-world business practices. The text has also been thoroughly updated with recent data and extensive coverage of important current issues, such as the economic effects of the war in Iraq, the 2008 financial crisis, and China's emergence as an economic power. In addition, it provides an in-depth exploration of one of today's most significant issues--globalization--and its impact on economic growth and poverty, including a comparison of international standards of living and Global Business Insight features that illustrate economic concepts with examples from around the world.

NEW TO THIS EDITION:

- Updated Economic Insight boxes feature current events to focus students' attention on relevant real-world applications and help them consider a wide range of topics from an informed economic perspective.
- New and updated Economically Speaking and Commentary features at the end of each chapter present recent newspaper and magazine articles on important world events and their economic causes and consequences, providing familiar and interesting examples to help students appreciate the real-world impact of course material.
- In order to faithfully represent the latest thinking of economists on important macroeconomic phenomena, the authors have updated the new edition with the latest economic statistics and numerous additions and revisions. Key changes include a reduction of introductory material; abundant coverage of the recent financial crisis, associated recession, and central bank policies to counter its impact; and a new section explaining how the financial crisis began in the United States but spread globally.
- The microeconomic material has been revised to better help students learn the fundamentals while appreciating their application to current events. Notable changes include updated examples throughout the text, extensive revisions to the chapter on elasticity, further development of the debate on government economic intervention, a new discussion of the Economic Freedom Index, additional material on game theory, updated information on health care costs, and a detailed examination of income distribution.

FEATURES:

- This popular text features a unique, proven pedagogical program designed to improve student comprehension and performance, helping them both to attain the knowledge and skills to succeed in class and to develop

an understanding of core economic principles that will serve them well throughout their careers.

- Fundamental Questions listed for each chapter help students focus on the key issues as they read and prepare for class; these themes are further reinforced through chapter-ending summaries to help students study more effectively, as well as in the text supplements.
- A convenient, integrated referencing system, included in the text and keyed to the supplements, provides an easy way for students to explore and review topics, allowing them to work more efficiently and effectively.

CONTENTS:

Part I: INTRODUCTION TO THE PRICE SYSTEM.

1. Economics: The World Around You.
- 1A. Appendix: Working with Graphs.
2. Choice, Opportunity Costs, and Specialization.
3. Markets, Demand and Supply, and the Price System.
4. The Market System and the Private and Public Sectors.

Part II: MACROECONOMIC BASICS.

5. National Income Accounting.
6. An Introduction to the Foreign Exchange Market and the Balance of Payments.
7. Unemployment and Inflation.
8. Macroeconomic Equilibrium: Aggregate Demand and Supply.
9. Aggregate Expenditures.
- 9A. Appendix: An Algebraic Model of Aggregate Expenditures.
10. Income and Expenditures Equilibrium.
- 10A. Appendix: An algebraic Model of Income and Expenditures Equilibrium.

Part III: MACROECONOMIC POLICY.

11. Fiscal Policy.
- 11A. Appendix: An Algebraic Examination of the Balanced-Budget Change in Fiscal Policy.
12. Money and Banking.
13. Monetary Policy.
14. Macroeconomic Policy: Tradeoffs, Expectations, Credibility, and Sources of Business Cycles.
15. Macroeconomic Viewpoints: New Keynesian, Monetarist, and New Classical.
16. Economic Growth.
17. Development Economics.
18. Globalization.

Part IV: PRODUCT MARKET BASICS.

19. Elasticity: Demand and Supply.
- 19A. Appendix: Calculating Elasticity.
20. Consumer Choice.
- 20A. Appendix: Indifference Analysis.
21. Supply: The Costs of Doing Business.
- 21A. Appendix: The Mechanics of Going from Production to Costs.

Part V: PRODUCT MARKETS.

22. Profit Maximization.
23. Perfect Competition.
24. Monopoly.
25. Monopolistic Competition and Oligopoly.
26. Antitrust and Regulation.
27. Government and Market Failure.

Part VI: RESOURCE MARKETS.

28. Resource Markets.
29. The Labor Market.
30. Capital Markets.
31. The Land Market and Natural Resources.

Part VII: CURRENT ISSUES INVOLVING THE PUBLIC SECTOR AND THE MARKET ECONOMY.

32. Aging, Social Security, and Health Care.
33. Income Distribution, Poverty, and Government Policy.

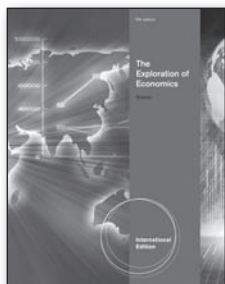
Part VIII: ISSUES IN INTERNATIONAL TRADE AND FINANCE.

34. World Trade Equilibrium.
35. International Trade Restrictions.
36. Exchange Rates and Financial Links Between Countries.

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PRINCIPLES OF MICROECONOMICS, INTERNATIONAL EDITION, 8E
Michael Melvin, Arizona State University and William Boyes, Arizona State University
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IE

THE EXPLORATION OF ECONOMICS, 5E

Robert Sexton, Pepperdine University

THE EXPLORATION OF ECONOMICS, Fifth Edition, was designed specifically to promote economic literacy and help students appreciate how economics affects their everyday lives. This engaging text combines innovative learning tools, a visually appealing design, and captivating content to help students easily absorb information and master key concepts. Packed with examples from current events and pop culture, it succeeds like no other book in conveying the excitement and real-world relevance of economics.

NEW TO THIS EDITION:

- The new edition features updated coverage of the global financial crisis, including a special section in the chapter on financial markets, savings, and investments linking key economic concepts and chapter material to memorable current events.
- New and exiting real-world examples throughout the current edition are designed to engage students while illustrating clear connections between economic principles and their day-to-day lives. New examples include “Weighing the Benefits and Costs of Going for it on Fourth Down,” “Specialization, Comparative Advantage and Baseball,” and “How Much is Your Major Worth?”
- The Fifth Edition includes a revised structure designed to facilitate more effective classroom instruction and guide students through a more logical, step-by-step introduction to key economic principles and their real-world applications.

FEATURES:

- The text builds on well-known principles of learning and memory to help students absorb the material more easily and completely. Each chapter includes several short sections of just three to six pages that function as self-contained learning units, providing greater flexibility for instructors and allowing students to more readily grasp and retain information.
- The Aplia supplement is a comprehensive collection of interactive problem sets, analyses, tutorials, and experiments that requires students to take an active role in the learning process, giving them all of the benefits of hands-on applications without creating extra work for instructors, who can even assign homework that is automatically graded and recorded.
- Each chapter is packed with material highlighting the connection between economics and everyday issues, including hot topics such as sex on television, property rights and song swapping, and more. “In the News” synopses present relevant, thought-provoking news stories, while “Global Watch” features explore economic causes and implications of international current events, and “Using What You’ve Learned” exercises challenge students to apply key concepts from the text.

- An appealing design and abundant visual elements keep students engaged and actively learning, while photos, graphs, tables, and charts throughout the text help to illustrate, clarify, and reinforce key economic principles.
- Sexton’s dynamic writing style helps students to stay interested in the material, while the text’s brief, easy-to-digest sections, built-in review questions, and frequent real-life examples and applications make learning easier and more effective. In addition, a comprehensive study guide provided with the text helps students reinforce their learning and better prepare for course assignments and exams.

CONTENTS:

Part I: INTRODUCTION.

1. The Role and Method of Economics.
Appendix: Working With Graphs.
2. The Economic Way of Thinking.
3. Scarcity and the Economizing Problem.

Part II: SUPPLY AND DEMAND.

4. Supply and Demand.
5. Bringing Supply and Demand Together.
6. Elasticities.

Part III: MARKET EFFICIENCY, MARKET FAILURE AND THE PUBLIC SECTOR.

7. Market Efficiency and Welfare.
8. Market Failure.
9. Public Sector and Public Choice.

Part IV: HOUSEHOLDS AND MARKET STRUCTURE.

10. Consumer’s Choice.
Appendix: Indifference Curve Analysis.
11. The Firm: Production and Costs.
12. Firms in Perfectly Competitive Markets.
13. Monopoly and Antitrust.
14. Monopolistic Competition and Product Differentiation.
15. Oligopoly and Strategic Behavior.

Part V: INPUT MARKETS AND MICROECONOMIC POLICY ISSUES.

16. The Markets for Labor, Capital and Land.
17. Income and Poverty.
18. The Environment.
19. Health Care.

Part VI: MACROECONOMIC FOUNDATIONS.

20. Introduction to Macroeconomics: Unemployment, Inflation and Economic Fluctuations.
21. Measuring a Nation’s Production, Income and Spending.
22. Economic Growth in The Global Economy.
23. Financial Markets, Saving and Investment.
24. Aggregate Supply and Aggregate Demand.
25. The Aggregate Expenditure Model.

Part VII: MACROECONOMIC POLICY.

26. Fiscal Policy and the Federal Deficit.
27. Money, Banks and the Federal Reserve System.
28. Monetary Policy.
29. Issues in Macroeconomic Theory and Policy.

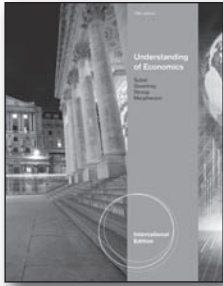
Part VIII: THE GLOBAL ECONOMY.

30. Comparative Advantage and International Trade.
31. Exchange Rates and the Balance of Payments.

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UNDERSTANDING OF ECONOMICS, 13E

Russell S. Sobel, West Virginia University; James D. Gwartney, Florida State University; Richard L. Stroup, Montana State University; David Macpherson, Florida State University

The new edition reflects current economic conditions, helping students apply economic principles to the world around them. You'll find analysis and explanation of measures of economic activity applied to today's markets and highlighting the recession of 2008-2009, plus text on the lives and contributions of notable economists. Common economic myths are dispelled, and the "invisible hand" metaphor is applied to economic theory, demonstrating how it works to stimulate the economy. The thirteenth edition of UNDERSTANDING OF ECONOMICS, 13e, International Edition includes a robust set of online multimedia learning tools, with video clips and free quizzes designed to support classroom work. A completely updated Aplia interactive learning system is also available, completely with practice problems, interactive tutorials, online experiences and more.

NEW TO THIS EDITION:

- features new application boxes, helping students draw parallels between economics and pertinent topics such as supply, demand, financial bailouts, capital markets and poverty.
- discusses the recent stock market fallout, as well as its implications for investment decisions in today's world.
- provides an in-depth analysis of the current government response to the financial crisis, discussing both the political economy and federal budget implications.
- includes a new section on the economic way of thinking about government, as well as updated information and data on the Great Recession and lessons learned from the Great Depression.
- provides new Special Topics, such as the Federal Budget, the National Debt, Lessons from the Japanese Experience and the Crisis of 2008.

FEATURES:

- uses scenes from popular movies to reinforce economic concepts featured in the text, helping to effectively engage students and help them retain the material.
- measures economic activity, assembling important indicators like the unemployment rate and digging into its meaning and relevance.
- applies economic theory to current real-world issues and controversies, allowing students to apply their learnings directly to pertinent topics in the world around them.
- dispels common myths of economic reasoning and examines how these myths can impede a nation's economic progress.
- offers historical vignettes on the lives of notable economists, providing an opportunity to weave economic history into the classroom.

CONTENTS:

PART 1 THE ECONOMIC WAY OF THINKING.

1. The Economic Approach.
 2. Some Tools of the Economist.
- PART 2 MARKETS AND GOVERNMENT.**
3. Supply, Demand, and the Market Process.
 4. Supply and Demand: Applications and Extensions.
 5. Difficult Cases for the Market and the Role of Government.
 6. The Economics of Collective Decision Making.
- PART 3 CORE MACROECONOMICS.**
7. Taking the Nation's Economic Pulse.
 8. Economic Fluctuations, Unemployment, and Inflation.
 9. An Introduction to Basic Macroeconomic Markets.
 10. Dynamic Change, Economic Fluctuations, and the AD-AS Model.
 11. Fiscal Policy, Historical Perspective and The Keynesian View.
 12. Fiscal Policy, Incentives, and Secondary Effects.
 13. Money and the Banking System.
 14. Modern Macroeconomics and Monetary Policy.
 15. Stabilization Policy, Output, and Employment.
 16. Creating an Environment for Growth and Prosperity.
 17. Institutions, Policies, and Cross-Country Differences in Income and Growth.

PART 4 INTERNATIONAL ECONOMICS.

18. Gaining from International Trade.
19. International Finance and the Foreign Exchange Market.

PART 5 CORE MICROECONOMICS.

20. Consumer Demand and Elasticity.
21. Costs and the Supply of Goods.
22. Price Takers and the Competitive Process.
23. Price-Searcher Markets with Low Entry Barriers.
24. Price-Searcher Markets with High Entry Barriers.
25. The Supply of and Demand for Productive Resources.
26. Earnings, Productivity, and the Job Market.
27. Investment, the Capital Market, and the Wealth of Nations.
28. Income Inequality and Poverty.

PART 6 APPLYING THE BASICS: SPECIAL TOPICS.

1. Government Spending and Taxation.
2. The Internet: How Is It Changing the Economy?
3. The Economics of Social Security.
4. The Stock Market: Its Function, Performance, and Potential as an Investment.
5. The Crisis of 2008: Causes and Lessons for the Future.
6. Lessons From the Great Depression.
7. Lessons From the Japanese Experience.
8. The Federal Budget and the National Debt.
9. The Economics of Health Care.
10. School Choice: Can It Improve the Quality of Education?
11. Is Discrimination Responsible for the Earnings Difference between Men and Women?
12. Do Labor Unions Increase the Wages of Workers?
13. Are We Running Out of Resources?
14. Difficult Environmental Cases and the Role of Government.

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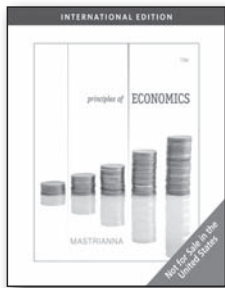
UNDERSTANDING MICROECONOMICS, INTERNATIONAL EDITION, 13E

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UNDERSTANDING MACROECONOMICS, INTERNATIONAL EDITION, 13E

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SURVEY OF ECONOMICS



IE

PRINCIPLES OF ECONOMICS, 15E (with InfoApps Printed Access Card)

Frank V. Mastrianna, Slippery Rock University of Pennsylvania; Thomas J. Hailstones

Now in its fifteenth edition, PRINCIPLES OF ECONOMICS, 15e, INTERNATIONAL EDITION delivers a streamlined, straightforward introduction to the fundamentals of macro- and microeconomics, while addressing some of the most stimulating issues affecting the world today. You will engage students with timely discussions of monetary policies and the labor market, as well as the recent financial market collapse and housing crises. This very successful text also presents in a concise, 19-chapter format, which can be covered in single quarter or semester, and includes a wealth of student applications and instructor supplements to assist with course planning and teaching.

NEW TO THIS EDITION:

- Broaden your classroom coverage of microeconomics with expanded chapters on monopolies and monopolistic competition, including discussions of these two imperfectly competitive structures, as well as additional coverage of the market structure of oligopoly.
- Present labor theory to students in terms of competitive and noncompetitive markets in a newly revised Chapter 9, along with economic applications using economic tools, and a thorough discussion of employment issues and the labor force.
- Link circular flow with economic activity in Chapter 11, "The Circular Flow Model and National Income," and clearly demonstrate the measures of overall economic activity to students.
- Share the latest information in monetary policy with updates to Chapters 14 and 15, including The Federal Reserve's 2008 role in easing the banking crisis associated with the market collapse of the housing sector.

FEATURES:

- Focus students on the core materials for an in-depth understanding of the most important topics in economics. The text intentionally excludes sophisticated analytical techniques, mathematical exercises, and complex theoretical treatments to let non-economics majors grasp the fundamentals without getting bogged down by advanced concepts.
- Direct your students to the best web sources for topics related to the text. This regularly updated Netlink margin feature can be found at www.cengage.com/economics/mastrianna.
- Make exam preparation easier with the text's end-of-chapter review. Chapters conclude with a bulleted summary of key points, a list of new terms, and review questions suitable for classroom discussion.
- Reinforce course principles with several tools in one convenient place! EconCentral is your one-stop-shop for the learning tools and activities that

help students succeed. Available at an additional cost, EconCentral is a portal to study resources for your students, including video tutorials, flash cards, Graphing Workshop, and interactive quizzing. You also get access to ABC News videos, EconNews articles, economic debates, links to Economic Data, and more.

CONTENTS:

1. The Nature and Scope of Economics.
2. Scarcity and Choice.
3. The U.S. Economic System.
4. Price: The Role of Demand and Supply.
5. Production, Cost, and Profit.
6. Perfect Competition.
7. Monopoly.
8. Monopolistic Competition and Oligopoly.
9. The Labor Market, Employment, and Unemployment.
10. Income Distribution.
11. The Circular Flow and National Income Accounts.
12. Business Cycles.
13. Macroeconomic Models and Analysis.
14. Money in the U.S. Economy.
15. The Federal Reserve and the Money Supply.
16. Macroeconomic Policies.
17. Taxation, Budgetary Policy, and the National Debt.
18. International Trade and Aid.
19. The Balance of International Payments.

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**IE**

SURVEY OF ECONOMICS, 7E

Irvin B. Tucker, University of North Carolina, Charlotte

Designed specifically for the one-semester introductory economics course for non-majors, Tucker's SURVEY OF ECONOMICS, Seventh Edition, delivers the most comprehensive and pedagogically rich treatment of introduction to economics available. Readable, sensible, and interesting, this text is renowned for its engaging presentation, emphasis on critical thinking, active learning environment, highly motivational pedagogy, unrivaled visual learning support, and numerous in-chapter applications and review opportunities. With its focus on the most basic tools and topics in economics in the context of real-world issues, students get the opportunity to see how economic issues play out at national and international levels. The seventh edition has been thoroughly updated to show students how economics impacts their own world through topics such as privatization versus nationalization, social security, carbon emissions, social-networking sites, America's housing bubble, and gasoline prices.

NEW TO THIS EDITION:

- **UPDATED COVERAGE.** Bringing the latest economic developments from all corners of the globe into your classroom, the seventh edition now includes discussions of recent controversies in the field such as privatization versus nationalization and "Social Security, Past, Present, and Future." Additionally, the authors have added "Road Map" features that provide review questions linked to an interactive causation chain game.
- **GLOBAL PERSPECTIVE.** Updated "Global Economics" boxed features that show students how economic issues play out at the national and international levels include "How Does Public Capital Affect a Nation's Curve?" and "How Should Carbon Emissions be Reduced: Cap-and-Trade or Carbon Taxes?"
- **REAL WORLD RELEVANCE.** Updated "Economics in Practice" boxes that give students the opportunity to encounter timely, real-world extensions of economic theory cover such relevant topics as "Social-Networking Sites: The New Advertising Game," "America's Housing Market Bubble Bursts," and "Why Is that Web Site You're Using Free?"
- **ISSUES IN THE NEWS.** New "Checkpoint" features tie chapter concepts to current headlines such as "What Is the Real Price of Gasoline?," "What Is the MPC for Uncle Sam's Stimulus Package?," and "Why the Higher Price for Ethanol?"

FEATURES:

- **UNIQUE MOTIVATIONAL PEDAGOGY.** A national award-winning teacher, Dr. Tucker draws from his vast expertise and personal experiences as an educator to implement features that spark interactive reading and critical thinking from students. For example, "Analyze the Issue" questions challenge students to apply their own understanding of economic concepts to the issues at hand, prompting lively classroom discussions.
- **CLEAR, CONCISE, AND FOCUSED.** Emphasizing the basic tools of supply and demand analysis in a real-world perspective, this text equips students with a thorough understanding of the basics instead of a glimpse of a multitude

of topics.

- **VISUAL LEARNING.** Boxed diagrams and graphs are woven throughout the text in order to help summarize complex economic relationships in a simple and visual way. These boxed diagrams clearly illustrate what is happening in each graph with a simple flow chart that helps students understand the cause/effect relationships.
- **INTEGRATED SELF-ASSESSMENT.** Thought-provoking "You Make the Call" questions challenge students to check their understanding of economic concepts by applying them to real-life situations. Students can check their answers at the end of the chapter, giving them immediate feedback on how well they have learned the material. Additionally, multiple-choice "Practice Quizzes" function as a built-in study guide at the end of each chapter. Answers are at the end of the text, and unique visual explanations can be found on the book's website.

CONTENTS:

PART I. INTRODUCTION TO ECONOMICS.

1. Introducing the Economic Way of Thinking. Appendix to Chapter 1: Applying Graphs to Economics.
2. Production Possibilities and Opportunity Cost.

PART II. THE MICROECONOMY.

3. Market Demand and Supply.
4. Markets in Action. Appendix to Chapter 4: Applying Supply and Demand Analysis to Health Care.
5. Price Elasticity of Demand.
6. Production Costs.
7. Perfect Competition.
8. Monopoly Chapter.
9. Monopolistic Competition and Oligopoly Chapter.
10. Labor Markets and Income Distribution.

PART III. THE MACROECONOMY AND FISCAL POLICY.

11. Gross Domestic Product.
12. Business Cycles and Unemployment.
13. Inflation.
14. Aggregate Demand and Supply. Appendix to Chapter 14: The Self-Correcting Aggregate Demand and Supply Model.
15. Fiscal Policy.
16. The Public Sector.
17. Federal Deficits, Surpluses, and the National Debt.

PART IV. MONEY, BANKING, AND MONETARY POLICY.

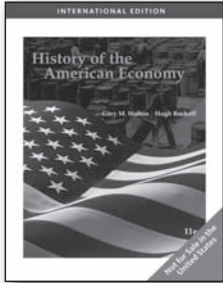
18. Money and the Federal Reserve System.
19. Money Creation.
20. Monetary Policy.

PART V. THE INTERNATIONAL ECONOMY.

21. International Trade and Finance.
22. Economics in Transition.
23. Growth and the Less-Developed Countries.

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THE HISTORY OF ECONOMIC THOUGHT



IE

HISTORY OF THE AMERICAN ECONOMY, 11E (with InfoTrac®)

Gary M. Walton, *University of Washington*; Hugh Rockoff, *University of Chicago*

Tying America's past to the economic policies of today and beyond, HISTORY OF THE AMERICAN ECONOMY, 11e, INTERNATIONAL EDITION presents events chronologically for easy understanding. Get a firm foundation in the evolution of the American economy with this ever-popular classic.

NEW TO THIS EDITION:

- NEW UPDATES: HISTORY OF THE AMERICAN ECONOMY 11e has been thoroughly updated, with content that addresses the 1980s, 1990s and the 21st century.

FEATURES:

- ILLUSTRATES HOW THE ECONOMY HAS CHANGED: Chapter 1 illustrates just how much America and its economy have changed over time, with provocative and often mind-blowing statistics. Tracing the changes with such data as income per capita, average life span, time and money use, and even sports statistics, Walton and Rockoff create an exciting and motivational chapter that ties our past to the current age.
- PERSPECTIVES SET THE STAGE: A list of historical and economic perspectives precedes the beginning of every section to summarize and set the stage for that era. These "Perspective" boxes give particular focus to America's minority voices and their role in the economic narrative.
- NEW VIEWS: "New Views" boxes connect historical experience with present-day economic issues.

CONTENTS:

1. Growth, Welfare, and the American Economy.

PART I: THE COLONIAL ERA: 1607-1776.

2. Founding the Colonies.
3. Colonial Economic Activities.
4. The Economic Relations of the Colonies
5. Economic Progress and Wealth.
6. Three Crises and Revolt.

PART II: THE REVOLUTIONARY, EARLY NATIONAL, AND ANTEBELLUM ERAS: 1776-1860.

7. Hard Realities for a New Nation.
8. Land and the Early Western Movements.
9. Transportation and Market Growth.
10. Market Expansion and Industry in First Transition.
11. Labor During the Early Industrial Period.
12. Money and Banking in the Developing Economy.

13. The Entrenchment of Slavery and Regional Conflict.

PART III: THE REUNIFICATION ERA: 1860-1920.

14. War, Recovery, and Regional Divergence.
15. Agriculture's Western Advance.
16. Railroads and Economic Change.
17. Industrial Expansion and Concentration.
18. The Emergence of America's Labor Consciousness.
19. Money, Prices and Finance in the Postbellum Era.
20. Commerce at Home and Abroad.

PART IV: WAR, DEPRESSION, AND WAR AGAIN: 1914-1946.

21. World War I, 1914-1918.
22. The Roaring Twenties.
23. The Great Depression.
24. The New Deal.
25. World War II.

PART V: THE POSTWAR ERA: 1946 TO THE PRESENT.

26. The Changing Role of the U.S. Government.
27. Growth and the Business Cycle after World War II.
28. Manufacturing, Productivity, and Labor.
29. Achievements of the Past, Challenges for the Future.

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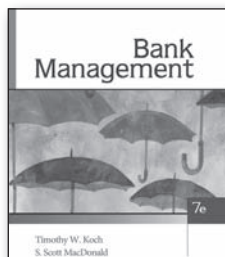
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BANK MANAGEMENT



BANK MANAGEMENT, 7E

Timothy Koch, University of South Carolina; S. MacDonald, Southern Methodist University

This new edition reflects the latest changes and developments, from complete regulatory updates to details of the many programs evolving amidst today's financial crises. The book's unique approach to understanding bank management focuses on decision-making in today's financial world.

NEW TO THIS EDITION:

- UPDATES THROUGHOUT REFLECT THE LATEST FINANCIAL CRISES AND REGULATORY CHANGES --Keep your course as current as possible as this edition reflects complete regulatory updates throughout.
- DISCUSSIONS HIGHLIGHT THE CHANGING LANDSCAPE OF TODAY'S FINANCIAL SERVICES INDUSTRY --Timely, engaging discussions throughout this edition clearly describe the changing landscape of today's financial services industry.
- AUTHORS CLOSELY EXAMINE THE SUBPRIME MORTGAGE CRISIS --This edition provides a thorough, insightful analysis of today's subprime mortgage crisis, its impact on financial institutions and the economy as well as regulatory responses.
- COMPARISONS PROVIDE UP-TO-DATE EVALUATION OF COMMERCIAL BANK PERFORMANCE --This edition provides the latest, comprehensive evaluation of commercial bank performance and its impact on the analyst's job of evaluating performance.

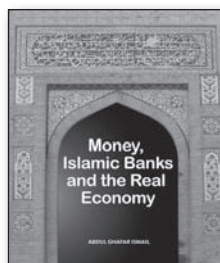
FEATURES:

- FOCUS ON DECISION-MAKING AND UNDERSTANDING COMMERCIAL BANK MANAGEMENT --Key chapters address the specific aspects of an issue or problem, explain how a financial model or decision framework applies, and then demonstrate the application of the model of framework using sample data.
- ONE-OF-A-KIND FOCUS ON CASH FLOW ANALYSIS HIGHLIGHTS THIS PART OF THE LENDING DECISION --This book remains the only text that focuses on cash flow analysis as part of the lending decision. The authors introduce a comprehensive procedure to generate cash-based income statements, explain how to interpret the results, and provide an approach to forecast a potential borrower's future performance.
- ADDITIONAL MATERIAL HAS BEEN ADDED TO ADDRESS THE CHANGING FINANCIAL SERVICES INDUSTRY LANDSCAPE -- Chapter 1 is a new chapter, specifically addressing the change in the financial landscape as a result of the financial crisis of 2008-2009. Chapter 5 is also a new chapter addressing the difference in business models of non-traditional banking organizations.
- END-OF-CHAPTER CASES, QUESTIONS, AND PROBLEMS PROVIDE AN OPPORTUNITY TO TEST THE STUDENT'S UNDERSTANDING OF IMPORTANT ISSUES AND DATA ANALYSIS.

CONTENTS:

1. Banking and the Financial Services Industry.
2. Government Policies and Regulation.
3. Analyzing Bank Performance.
4. Managing Noninterest Income and Noninterest Expense.
5. The Performance of Nontraditional Banking Companies.
6. Pricing Fixed-Income Securities.
7. Managing Interest Rate Risk: GAP and Earnings Sensitivity.
8. Managing Interest Rate Risk: Economic Value of Equity.
9. Using Derivatives to Manage Interest Rate Risk.
10. Funding the Bank.
11. Managing Liquidity.
12. The Effective Use of Capital.
13. Overview of Credit Policy and Loan Characteristics.
14. Evaluating Commercial Loan Requests & Managing Credit Risk.
15. Evaluating Consumer Loans.
16. Managing the Investment Portfolio.
17. Global Banking Activities.

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MONEY, ISLAMIC BANKS AND THE REAL ECONOMY

Abdul Ghafar Ismail, Universiti Kebangsaan Malaysia

This book is intended to develop some important discourses on three important subjects, that is, money, Islamic banks and the real economy. The discussion on money will highlight the role of money as capital. It starts with an understanding of why money is so important to the smooth functioning of the economy and how it improves human well-being, we need to understand exactly what money is. To quantify the impact of money on the economy, we need to be able to measure it. The goal of these discussions is to understand what the concept of money is, how we use it, how we measure it and how we channel it to Islamic banking.

FEATURES:

- Explain the composition of a typical Islamic bank's balance sheet and the interrelationships between its accounts, including assets, liabilities and owners' equity; note the use and importance of Call Reports, and state why balance sheets must be accurate and timely.
- Examine how regulators regulate and supervise Islamic banking operations.
- Highlighted the link between money, Islamic banks and the real economy.

CONTENTS:

Part I: Money and the Islamic Banking System.

- Chapter 1: An Introduction to Money and the Islamic Banking System.
- Chapter 2: Money and the Payment System.

Chapter 3: Financial Instruments, Financial Markets and Islamic Banking Institutions.

Part II: Islamic Banking Operations.

Chapter 4: Introduction to Basic Contracts in Islamic Banking.

Chapter 5: Sources Of Funds.

Chapter 6: Uses of Funds.

Chapter 7: Income Statement.

Part III: Islamic Banks Performance.

Chapter 8: Evaluating Islamic Bank Performance.

Chapter 9: Analyzing Islamic Bank Performance with Financial Ratios.

Part IV: Risk Management.

Chapter 10: Understanding Risk.

Chapter 11: Managing Risk.

Part V: The Regulatory and Supervisory Environments.

Chapter 12: Regulation.

Chapter 13: Supervision.

Part VI: Capital, Liabilities, Assets and Off-Balance Sheet Management.

Chapter 14: Capital Management.

Chapter 15: Liabilities Management.

Chapter 16: Assets Management.

Chapter 17: Off-Balance Sheet Management.

Part VII: The Real Economy.

Chapter 18: The Economics of Islamic Banking System.

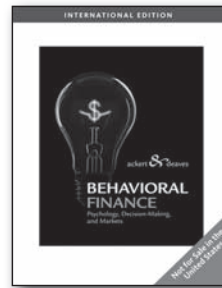
Chapter 19: The Central Bank.

Chapter 20: Monetary Policy Transmission.

Chapter 21: Islamic Banking System and the Real Economy.

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BEHAVIORAL FINANCE



IE

BEHAVIORAL FINANCE: PSYCHOLOGY, DECISION-MAKING, AND MARKETS,

Lucy Ackert; Richard Deaves

This comprehensive text—ideal for today's behavioral finance elective—links finance theory and practice to human behavior. The book begins by building upon the established, conventional principles of finance before moving into psychological principles of behavioral finance, including heuristics and biases, overconfidence, emotion and social forces. Readers learn how human behavior influences the decisions of individual investors and professional finance practitioners, managers, and markets. The book clearly explains what behavioral finance indicates about observed market outcomes as well as how psychological biases potentially impact the behavior of managers.

FEATURES:

- **TABLE OF CONTENTS REFLECTS BOOK'S COMPREHENSIVE APPROACH:** As a glance at this book's rich Table of Contents reveals, the authors begin with conventional finance principles before showing how these principles are sometimes contradicted by survey evidence. The authors then present the psychological principles of behavioral finance, including heuristics and biases, overconfidence and emotion. The book details how these biases cause problems for individual investors and, more controversially, lead to less than ideal market outcomes.
- **INTRODUCTION CHAPTER SETS THE STAGE FOR CONTENT THAT FOLLOWS:** The book's introduction clearly establishes the text's key themes and structured academic approach, while demonstrating how the authors link finance theory and practice to human behavior. The book remains carefully connected to conventional finance that your students learned in their principles course.
- **CHAPTER 5, "HEURISTICS AND BIASES" EXPLORES COGNITIVE LIMITATIONS AND USE OF HEURISTICS:** This unique chapter emphasizes how people make decisions and where biases may be revealed. Students explore cognitive limitations, from faulty and selective perceptions and memories to inattention and frame influence. The book demonstrates how complicated problems are simplified using heuristics designed for this purpose and closely examines various classes of heuristics.
- **APPLIED APPROACH DEMONSTRATES HOW FINANCIAL PROFESSIONALS CAN EFFECTIVELY USE BEHAVIORAL FINANCE:** Future and current financial professionals can benefit from this book's unique emphasis on how behavioral finance can be and actually is used successfully today by practitioners.
- **END-OF-CHAPTER DISCUSSION QUESTIONS AND PROBLEMS PROVIDE OPPORTUNITIES TO APPLY CONCEPTS:** As a unique, first-of-its-kind academic approach, this book emphasizes the applicability of what students are learning with a variety of end-of-chapter exercises and discussion questions, simulations and experiments. In addition, a student survey at the beginning of the source demonstrates to students the extent to which they

themselves are subject to various behavioral biases.

- **CHAPTERS HIGHLIGHT THE IMPACT OF BEHAVIORAL FINANCE ON MANAGERS AND FINANCIAL PROFESSIONALS:** Your students learn how psychological biases potentially impact the behavior of managers; what behavioral finance indicates about observed market outcomes; and the implications of behavioral finance for retirement, pensions, education, debiasing, and client management.

CONTENTS:

Introduction.

Section I: Conventional finance, prospect theory and market efficiency.

Chapter 1: Foundations of conventional finance: Expected utility.

Chapter 2: Foundations of conventional finance: Asset pricing theory and market efficiency.

Chapter 3: Prospect theory, framing and mental accounting.

Chapter 4: Limits to arbitrage, anomalies and investor sentiment.

Section II: Behavioral science foundations.

Chapter 5: Heuristics and biases.

Chapter 6: Overconfidence.

Chapter 7: Emotion.

Section III: Investor behavior.

Chapter 8: Investor behavior stemming from heuristics and biases.

Chapter 9: The impact of overconfidence on investor decision-making.

Chapter 10: Emotion-based investor behavior.

Section IV: Social forces.

Chapter 11: Social forces: Selfishness or altruism?

Chapter 12: Social forces and behavior.

Section VI: Market outcomes.

Chapter 13: Behavioral explanations for anomalies.

Chapter 14: Aggregate stock market puzzles.

Section V: Corporate finance.

Chapter 15: Irrational markets.

Chapter 16: Irrational managers.

Section VII: Retirement, pensions, education, debiasing and client management.

Chapter 17: Understanding retirement saving and investment behavior and improving DC pensions

Chapter 18: Debiasing, education, and client management.

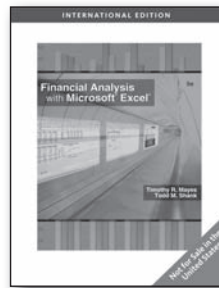
Section VIII: Money management.

Chapter 19: Money management and behavioral investing.

Chapter 20: Neurofinance and trading.

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CORPORATE FINANCE



FINANCIAL ANALYSIS WITH MICROSOFT® EXCEL® 2007, 5E

Timothy R. Mayes, Metropolitan State College of Denver; Todd M. Shank, University of Portland

With Mayes/Shank's FINANCIAL ANALYSIS WITH MICROSOFT EXCEL 2007, 5th Edition, you can take your students to a new level of proficiency in using Excel 2007 to solve real financial problems. The book's solid content covers all of the topics from today's corporate finance course, including financial statements, budgets, the Market Security Line, pro forma statements, cost of capital, equities, and debt.

NEW TO THIS EDITION:

- **TIMELY UPDATES REFLECT THE LATEST EXCEL 2007** -- Prepare your students for immediate finance and spreadsheet success as this edition teaches introductory and advanced spreadsheet skills using the latest updates for Excel 2007.
- **NEW COVERAGE OF WEB QUERIES AND PIVOT TABLES HELPS STUDENTS MAXIMIZE POWERFUL EXCEL TOOLS** -- Now you can introduce your students to more advanced, powerful Excel skill, such as using web queries to download and work with Internet data. New coverage also delves into using pivot tables, one of Excel's most powerful features for extracting, summarizing and presenting data in readable form.
- **EXPANDED COVERAGE OF RISK, CAPITAL BUDGETING AND DIVERSIFICATION ENSURES UNDERSTANDING** -- This edition now divides Chapter 12 into two chapters to expand upon the book's coverage of Risk and Capital Budgeting and Diversification. This edition's new Chapter 13 details coverage of efficient frontier.

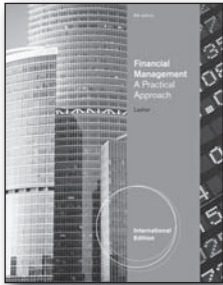
FEATURES:

- **STUDENTS DEVELOP BOTH BASIC SKILLS AND ADVANCED FINANCIAL TECHNIQUES FOR USING EXCEL 2007** -- This proven, reader-friendly text introduces the basics of using spreadsheet as well as maximizing Excel 2007 to build basic financial statements. The book then launches into more advanced techniques for performance evaluation, forecasting, valuation, and capital budgeting.
- **BOOK COMBINES SOLID FINANCE TEXT COVERAGE WITH SPREADSHEET SKILLS** -- More than a mere spreadsheet book or book filled with spreadsheet templates, this trusted financial resource offers all of the advantages of a solid finance text while also teaching how to solve financial problems using Excel.
- **INTRODUCTORY LEVEL IS IDEAL FOR THOSE UNFAMILIAR WITH EXCEL** -- This reader-friendly approach begins at a basic introductory level that's ideal for students who are not very familiar with Excel. Topics quickly advance to challenge those entering the course with a basic understanding of spreadsheets.

CONTENTS:

1. Introduction to Excel 2007.
2. The Basic Financial Statements.
3. The Cash Budget.
4. Financial Statement Analysis Tools.
5. Financial Forecasting.
6. Break-Even.
7. The Time Value of Money.
8. Common Stock Valuation.
9. Bond Valuation.
10. The Cost of Capital.
11. Capital Budgeting.
12. Risk and Capital Budgeting.
13. Diversification.
14. Writing User-Defined Functions with VBA.

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**FINANCIAL MANAGEMENT, 6E**

**A Practical Approach
(with ThomsonONE - Business School Edition 6-Month Printed
Access Card)**

William R. Lasher, Nichols College

Author, former successful CFO, and recognized instructor William R. Lasher captivates readers with unique insights into the issues and challenges facing financial managers every day. From a look at hidden agendas and the biases of decision makers in the firm to the analyses of financial proposals, Lasher's practical, relevant presentation keep students reading. This edition examines the latest financial developments, including the recession of 2008-2009. You will find an engaging, complete presentation perfectly matched to the needs of today's business students, from the use of everyday math, rather than advanced math in theory sections, to numerous worked-out examples and graphical and intuitive presentations.

NEW TO THIS EDITION:

- Timely references and coverage of the recent financial recession keeps your course up to date: Throughout this edition, the author has incorporated the latest coverage and financial information from the recession of 2008-2009 to keep your presentation as timely and relevant as possible for today's students.
- New full section in financial system chapter reflects the impact of the recession of 2008-2009: Ensure your students understand the impact and challenges involved in recession as a new detailed section focused on the recession of 2008-2009 appears within this edition's chapter on today's financial system (Chapter 5).
- New coverage of the Purchasing Power Parity (PPP) equips students to better understand international comparisons: Discussion centered around

Purchasing Power Parity (PPP) now appears in the international financial management chapter (Chapter 18), giving students a thorough understanding of how to use this theory in comparing a currency's purchasing power.

- End-of-chapter problems reference in-chapter examples to facilitate review: Students who encounter challenges with end-of-chapter problems can use convenient cross-references that guide them back to corresponding chapter examples for review and clarification of concepts.

FEATURES:

- Step-by-step completed examples walk students through the processes: Numerous, detailed worked-out examples throughout the text ensure students understand each step as they walk through the processes. These practical learning tools ensure this book is a useful resource that students can use on their own for review and reinforcement.
- Clear presentation of new topics ensures student comprehension: The book introduces each new topic with a thorough explanation that delves into the heart of the business problem or issues. The author starts each discussion with the assumption that students know nothing about the topic. This approach not only establishes the foundation for clear understanding but also ensures students know exactly where the topic is heading and why.
- Convenient Margin Notes assist students with review: Margin Notes within each chapter provide a brief, convenient summary and outline of the chapter's material that extends well beyond a simple list of key words found in many books.
- Thomson ONE--Business School Edition (BSE) exercises give students practice using financial tools: Now students can gain hands-on practice using the same financial tool that professional brokers and Wall Street analysts trust every day: Thomson ONE--BSE online database. Thomson ONE provides a full range of fundamental financials, earnings estimates, and market data for hundreds of actual companies. Students access leading financial data sources, including Thomson Financial, Worldscope, and SEC Disclosure as they complete special Thomson ONE--BSE exercises in the text.

CONTENTS:**Part 1: INTRODUCTION TO FINANCIAL MANAGEMENT.**

1. Foundations.
2. Financial Background: A Review of Accounting, Financial Statements, and Taxes.
3. Cash Flows and Financial Analysis.
4. Financial Planning.
5. The Financial System, Corporate Governance, and Interest.

Part 2: DISCOUNTED CASH FLOW AND THE VALUE OF SECURITIES.

6. Time Value of Money.
7. The Valuation and Characteristics of Bonds.
8. The Valuation and Characteristics of Stock.
9. Risk and Return.

Part 3: BUSINESS INVESTMENT DECISIONS--CAPITAL BUDGETING.

10. Capital Budgeting.
11. Cash Flow Estimation.
12. Risk Topics and Real Options in Capital Budgeting.
13. Cost of Capital.

Part 4: LONG-TERM FINANCING ISSUES.

14. Capital Structure and Leverage.
15. Dividends.

Part 5: OPERATIONS ISSUES--WORKING CAPITAL MANAGEMENT AND PLANNING.

16. The Management of Working Capital.
17. Corporate Restructuring.
18. International Finance.

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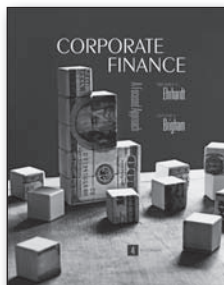
GLOBAL ECONOMIC WATCH: IMPACT ON FINANCE

Global Economics Crisis Resource Center

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

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CORPORATE FINANCE - GRADUATE



CORPORATE FINANCE, 4E (with ThomsonONE - Business School Edition)

Michael C. Ehrhardt, University of Tennessee ; Eugene F. Brigham, University of Florida

Focus on the financial concepts, skills, and technological applications that are most critical for MBA students in today's workplace with Ehrhardt/Brigham's CORPORATE FINANCE: A FOCUSED APPROACH, 4E. This lean text provides an in-depth treatment of all topics essential to corporate finance within a streamlined presentation that you can complete in a single semester. Your students review the latest financial developments -- from the collapse of the sub-prime mortgage market to the financial and global economic crisis -- as this edition shows them how to maximize a firm's value in today's changed world.

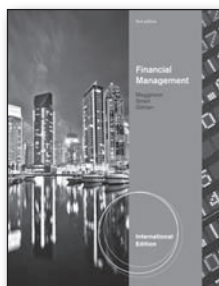
NEW TO THIS EDITION:

- THE LATEST EXAMPLES REFLECT TODAY'S GLOBAL ECONOMIC CRISIS. Updated, timely real examples throughout almost every chapter demonstrate

the impact of today's financial crisis in all areas of business and life. New "Global Economic Crisis" boxes in many chapters highlight specific corporate finance issues related to the crisis.

- CHAPTER OPENING GRAPHICS EMPHASIZE THE BIG PICTURE FOR STUDENTS. New, informative graphics at the beginning of each chapter clearly illustrate how the chapter's topics and concepts fit into the overall financial framework.
- EXCEL TOOL KITS, NOW INTEGRATED WITH THE TEXT, ENSURE STUDENT SPREADSHEET PROFICIENCY. Actual screen captures from the Excel Tool Kit models that correspond with each chapter now appear within this edition, allowing students to clearly and more closely follow the models in analysis.
- APLIA™ FINANCE SAVES TIME AND SUPPORTS INTERACTIVE LEARNING -- Today's fastest growing interactive online homework management system, Aplia engages your students in course concepts, ensures they practice on a regular basis, and helps them prepare for corporate finance with a series of tutorials. Problem sets specific to this edition provide instant grades and detailed feedback. Your students have the opportunity to learn from and improve with every question.

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IE

FINANCIAL MANAGEMENT, 3E (with ThomsonONE - Business School Edition 6-Month and Smart Finance Printed Access Card)

William L. Megginson, University of Oklahoma; Scott B. Smart, Indiana University, Bloomington; John Graham, Duke University

This business-focused, accessible text is more relevant than ever as award-winning author and nationally acclaimed finance researcher John Graham of Duke University, joins master-teacher Scott Smart and international business expert Bill Megginson to help bridge the gap between academic rigor and corporate finance practices. This edition integrates the latest from Duke University's CFO Global Business Outlook, a quarterly survey of financial executives that gauges business outlook and topical economic issues. The authors have refined this practical, accessible text to correspond with the way you teach your MBA-level course. Engaging examples, meaningful cases, and practical exercises reflect how changing events and recent financial crises relate to established finance principles. Cross-functional applications and career success features, such as actual job interview questions in the margins, make the book applicable to both finance majors and general business professionals. Time-saving online Smart Finance tools further reinforce learning with integrated tutorials, interactive practice, and videos from leading finance researchers introducing the latest theories and concepts.

NEW TO THIS EDITION:

- NEW AWARD-WINNING AUTHOR JOHN GRAHAM PROVIDES LATEST CORPORATE PERSPECTIVE -- One of today's most prolific and widely cited

scholars in finance, new lead author John R. Graham of Duke University helps bridge the gap between academic rigor and today's corporate finance practices. In addition to authoring 20 articles in top finance journals since 1996, Dr. Graham serves as director of Duke University's highly regarded CFO Outlook Survey. His unique perspective is reflected within this edition's new subtitle, "LINKING THEORY TO WHAT COMPANIES DO."

- **LATEST RESULTS FROM DUKE UNIVERSITY'S CFO BUSINESS OUTLOOK SURVEY KEEP YOUR COURSE ON CUTTING EDGE** --This edition's "What CFOs Do" in each chapter details the latest results from Duke University's CFO Business Outlook quarterly survey of financial executives. Your students can gauge business outlooks and examine topical economic issues, as features detail what real CFOs think and do in actual practice. These authoritative survey findings are frequently referenced by financial and mainstream media, including the Wall Street Journal and NPR.
- **NEW FOCUS ON FINANCE CAREERS PREPARES STUDENTS FOR INTERVIEW SUCCESS** --Brief new "Job Interview Questions" in each chapters' margins help familiarize students with actual, real questions recruiters often ask during job interviews for finance positions.
- **NEW CROSS-DISCIPLINARY APPLICATIONS KEEP FOCUS RELEVANT TO ALL BUSINESS STUDENTS** --This edition incorporates engaging cross-functional applications into the book's examples and end-of-chapter problems. Students pursuing any business major, as well as finance majors, find the book's content and applications relevant to their success.

FEATURES:

- **BOOK'S PRACTICAL APPROACH EMPHASIZES WHAT TODAY'S FINANCIAL MANAGERS ACTUALLY DO** --The authors apply their more than 50 years of combined research, writing, and award-winning teaching of corporate finance at all levels with extensive market research, including analysis of more than 150 MBA-course syllabi to focus on what's most important within today's practice of corporate finance.
- **INTEGRATED EMPHASIS ON INTERNATIONAL FINANCE PREPARES STUDENTS FOR GLOBAL SUCCESS** - The feature previously called "What Companies Do" is now called "What Companies Do Globally" to reinforce the text's focus on international finance. The authors use their first-hand experience to introduce students to aspects of financial management within today's international organizations.
- **EXPANDED ONLINE SMART FINANCE TOOLS SAVE TIME WHILE REINFORCING LEARNING** --Created by master-teacher Scott Smart, this integrated classroom management system saves you time with tutorials, videos, and interactive practice for each chapter. Smart Concepts animated tutorials explain topics step-by-step so students can review at their own pace.
- **OPENING FOCUS FEATURES ENGAGE STUDENTS BY DEMONSTRATING REAL ISSUES IN ACTION** --Captivating Opening Focus features at the beginning of each chapter highlight real companies, timely topics and even noteworthy finance-related stories from today's media. Students see how modern finance theory applies to today's actual business challenges.
- **CONCEPT CHECK QUESTIONS ENSURE STUDENT UNDERSTANDING** - Proven Concept Check Questions at the end of each chapter section further reinforce the finance theories and concepts discussed. Students are able to immediately ensure full comprehension before moving ahead.

CONTENTS:

Part I: INTRODUCTION.

1. The Scope of Corporate Finance
2. Financial Statement and Cash Flow Analysis.
3. The Time Value of Money.

Part II: VALUATION, RISK, AND RETURN.

4. Valuation.
5. The Tradeoff Between Risk and Return.
6. Risk, Return, and the Capital Asset Pricing Model.

Part III: CAPITAL BUDGETING.

7. Capital Budgeting Processes and Techniques.
8. Cash Flow and Capital Budgeting.
9. Cost of Capital and Project Risk.

Part IV: CAPITAL STRUCTURE AND DIVIDEND POLICY.

10. Market Efficiency and Behavioral Finance.
11. An Overview of Long-Term Financing.
12. Capital Structure: Theory and Taxes.
13. Capital Structure: Balancing the Benefits and Costs of Debt.
14. The Link Between Capital Structure and Capital Budgeting.
15. Payout Policy.Part V: LONG-TERM FINANCING.
16. Investment Banking and the Public Sale of Equity Securities.
17. Long-Term Debt and Leasing.

Part VI: OPTIONS, DERIVATIVES, AND INTERNATIONAL FINANCIAL MANAGEMENT.

18. Options Basics.
19. Black and Scholes and Beyond.
20. International Financial Management.

Part VII: SHORT-TERM FINANCING DECISIONS.

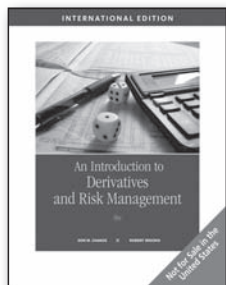
21. Strategic and Operational Financial Planning.
22. Cash Conversion, Inventory, and Receivables Management.
23. Liquidity Management.

Part VIII: SPECIAL TOPICS.

24. Mergers, Acquisitions, and Corporate Governance.
 25. Bankruptcy and Financial DistressWeb Chapters
 26. Entrepreneurial Finance and Venture Capital.
 27. Risk Management and Financial Engineering.
- APPENDIX: Key Formulas.

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DERIVATIVES, FUTURES AND OPTIONS



IE

AN INTRODUCTION TO DERIVATIVES AND RISK MANAGEMENT, 8E

Don Chance, Louisiana State University; Robert Brooks, University of Alabama, Tuscaloosa

Give students a solid understanding of financial derivatives and their use in managing the risks of financial decisions with this leading text. This outstanding blend of institutional material, theory, and practical applications reflects the most recent changes in today's financial world. Detailed coverage of options, futures, forwards, swaps, and risk management as well as a balanced introduction to pricing, trading, and strategy gives you the option to choose topics that are best for your course. Real business examples and minimal use of technical mathematics keep the presentation accessible.

NEW TO THIS EDITION:

- **MOST RECENT ARTICLES AND READINGS REFLECT CHANGES IN TODAY'S FINANCIAL BUSINESS WORLD:** The latest updates, articles and suggested readings at the end of each chapter keep your course abreast of the many challenges and changes throughout today's financial crises. Internet-related information and the book's companion web site further ensure the material you present is the most current.
- **NEW "MAKING THE CONNECTION" BOXES DEMONSTRATE FINANCIAL DECISION-MAKING IN ACTION:** Now you can give your students insights into how the content applies directly to financial decision-making in today's business world. Engaging "Making the Connection" boxes highlight examples from real businesses and actual market conditions to emphasize the practicality of chapter theories.
- **NEW "CONCEPT CHECKS" ENSURE STUDENT COMPREHENSION:** This new set of "Concept Checks" questions at the end of each chapter assists the students in clarifying and ensuring that they understand the basic materials covered in the text. Solutions to these questions at the end of the book allow students to check their own comprehension.
- **EXTENSIVE, ENGAGING ILLUSTRATIONS CLARIFY CONCEPTS:** A wealth of captivating, useful illustrations, including more than 100 figures and more than 100 tables throughout this edition, further expand upon and reinforce the concepts presented in the text. Figures in the text build on each other to illustrate links between stocks, risk-free bonds, futures, options, forwards, Black-Scholes call/put pricing, and similar concepts.

FEATURES:

- **PROVEN END-OF-CHAPTER PRACTICE AND NEW TEST BANK PROBLEMS CHALLENGE STUDENTS' UNDERSTANDING:** A variety of end-of-chapter problems in this book provide focused opportunities for students to apply the concepts they've learned. New Test Bank problems provide additional

choices to easily check your students' comprehension.

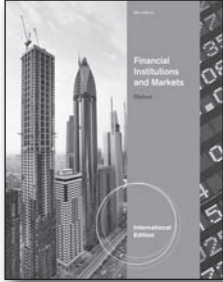
- **ENGAGING QUOTES BEGIN EACH CHAPTER AND DIRECT THE READER'S ATTENTION TO THE CONTENT THAT FOLLOWS:** This edition captures your students' attention at the beginning of the chapter as intriguing quotes turn the reader's focus to the useful presentation of theory and applications that follow.
- **UPDATED "DERIVATIVES TOOLS" DEMONSTRATE THE MOST RECENT CHANGES IN THE FIELD TODAY:** You can clearly show your students the power of derivatives at work in today's financial industry with fresh examples and explanations within "Derivatives Tools" features throughout this edition.
- **FRESH, DYNAMIC POWERPOINT SLIDES BRING LECTURES TO LIFE:** Now you can clarify principles for your students and keep them engaged with dynamic, updated PowerPoint Presentation slides that are easy to use and simple to customize to your unique course needs.

CONTENTS:

1. Introduction.
 2. Structure of Options Markets.
 3. Principles of Option Pricing.
 4. Option Pricing Models: The Binomial Model.
 5. Option Pricing Models: The Black-Scholes-Merton Model.
 6. Basic Option Strategies.
 7. Advanced Option Strategies.
 8. The Structure of Forward and Futures Markets.
 9. Principles of Pricing Forwards, Futures, and Options on Futures.
 10. Futures Arbitrage Strategies.
 11. Forward and Futures Hedging, Spread, and Target Strategies.
 12. Swaps.
 13. Interest Rate Forwards and Options.
 14. Advanced Derivatives and Strategies.
 15. Financial Risk Management: Techniques and Applications.
 16. Managing Risk in an Organization.
- Appendix A: List of Formulas.
Appendix B: References.

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FINANCIAL MARKETS AND INSTITUTIONS



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FINANCIAL INSTITUTIONS AND MARKETS, 9E

Jeff Madura, Florida Atlantic University

With its proven conceptual framework and clear presentation, *Financial Institutions and Markets, 9e, International Edition* (with Stock-Trak coupon), can help you understand why financial markets exist, how financial institutions serve those markets, and the various services those institutions offer. In describing each type of market, the text emphasizes the securities traded in that market and how financial institutions participate in it, while descriptions of financial institutions focus on their management, performance, regulatory aspects, use of financial markets, and sources and uses of funds.

NEW TO THIS EDITION:

- Newly updated to reflect recent developments in the volatile world of international finance, the ninth edition features extensive coverage of the global financial and credit crises, which is highlighted throughout the text for convenient reference.
- Special “Credit Crisis” term paper suggestions at the end of Chapter One provide a timely and relevant way to engage students immediately and help them to apply key concepts within a meaningful context.
- Integrated throughout the text, new WALL STREET JOURNAL features complement coverage of key topics through connections to this prestigious periodical dedicated to business and financial news and analysis.
- Expanded and revised questions and applications at the end of each chapter provide timely and engaging exercises to help students review and apply text concepts.

FEATURES:

- A diagram at the beginning of each part of the text illustrates, in general terms, how key concepts are related and how chapters are organized.
- Special margin icons throughout the text indicate applications of behavioral finance to financial markets and financial institutions, as well as places where international aspects of chapter topics are discussed.
- Timely and relevant examples throughout the text help to reinforce key concepts and show students the practical applications and real-world importance of chapter material.
- A running Flow of Funds Exercise at the end of each chapter illustrates how a manufacturing company relies on all types of financial markets, institutions, and services, while special Excel® exercises highlight spreadsheet applications related to key topics such as yield curves, risk premiums, and stock volatility.
- Lists of objectives and key concepts for each chapter help students guide their reading and studying, while midterm and final exams, covering

financial markets and financial institutions, respectively, facilitate a more comprehensive review.

CONTENTS:

Part 1: OVERVIEW OF THE FINANCIAL ENVIRONMENT.

1. Role of Financial Markets and Institutions.
2. Determination of Interest Rates.
3. Structure of Interest Rates.

Part 2: THE FED AND MONETARY POLICY.

4. Functions of the Fed.
5. Monetary Policy.

Part 3: DEBT SECURITY MARKETS.

6. Money Markets.
7. Bond Markets.
8. Bond Valuation and Risk.
9. Mortgage Markets.

Part 4: EQUITY MARKETS.

10. Stock Offerings and Investor Monitoring.
11. Stock Valuation and Risk.
12. Market Microstructure and Strategies.

Part 5: DERIVATIVE SECURITY MARKETS.

13. Financial Futures Markets.
14. Options Markets.
15. Interest Rate Derivative Markets.
16. Foreign Exchange Derivative Markets.

Part 6: COMMERCIAL BANKING.

17. Commercial Bank Options.
18. Bank Regulation.
19. Bank Management.
20. Bank Performance.

Part 7: NONBANK OPERATIONS.

21. Thrift Operations.
22. Consumer Finance Operations.
23. Mutual Fund Operations.
24. Securities Operations
25. Insurance and Pension Fund Operations.

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INTERNATIONAL FINANCE



IE

INTERNATIONAL CORPORATE FINANCE, 10E

Jeff Madura, Florida Atlantic University

INTERNATIONAL CORPORATE FINANCE, 10e, includes a detailed introduction to the world of international finance, in which multinational corporations continue to expand and play an increasingly important role in global commerce. The text then focuses on a wide range of managerial topics from a corporate perspective, combining in-depth coverage of essential financial theory with a strong emphasis on hands-on, real-world applications.

NEW TO THIS EDITION:

- The tenth edition features extensive updates throughout the text, including coverage of the ongoing global financial and credit crises, which are highlighted for easy reference.
- New “Credit Crisis” term paper suggestions at the end of Chapter One invite students to begin exploring key concepts within a practical and immediately relevant context.
- A special section at the end of each chapter includes references students can use to find additional information on topics of interest or areas where they could benefit from further study.
- Questions and Applications to conclude each chapter have been expanded and revised, giving students a variety of timely and relevant exercises and examples to help them master and apply course material.
- The text now includes a new exchange rate trends list, providing additional emphasis on this important aspect of international finance.

FEATURES:

- A diagram at the beginning of each part of the text illustrates, in general terms, how key concepts are related, while lists of objectives open each chapter, giving students a useful preview of upcoming material to help guide their reading and studying.
- Key features and topics are highlighted throughout the text for convenient reference, including coverage of international corporate governance and websites with useful information related to key concepts.
- Internet and Excel® exercises throughout the text introduce students to relevant information and resources online and guide them to use spreadsheets to apply important concepts.
- A “Self Test” at the end of each chapter allows students to evaluate their understanding of key concepts, while midterm and final exams, covering macro and market condition chapters and managerial chapters, respectively, facilitate a more comprehensive review.
- Point/Counterpoint exercises stimulate critical thinking by introducing a controversial topic, presenting two opposing views, and challenging students to decide which opinion they support and to explain their reasoning.

CONTENTS:

Part I: THE INTERNATIONAL FINANCIAL ENVIRONMENT.

1. Multinational Financial Management: An Overview
2. International Flow of Funds
3. International Financial Markets.
4. Exchange Rate Determination.
5. Currency Derivatives.

Part II: EXCHANGE RATE BEHAVIOR.

6. Government Influence on Exchange Rates.
7. International Arbitrage and Interest Rate Parity.
8. Relationships between Inflation, Interest Rates, and Exchange Rates.

Part III: EXCHANGE RATE RISK MANAGEMENT.

9. Forecasting Exchange Rates.
10. Measuring Exposure to Exchange Rate Fluctuations.
11. Managing Transaction Exposure.

Part IV: LONG-TERM ASSET AND LIABILITY MANAGEMENT.

12. Managing Economic Exposure and Translation Exposure.
13. Direct Foreign Investment.
14. Multinational Capital Budgeting.
15. International Corporate Governance and Control.
16. Country Risk Analysis.
17. Multinational Cost of Capital and Capital Structure.

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INVESTMENTS

INVESTMENTS: AN INTRODUCTION, 10E

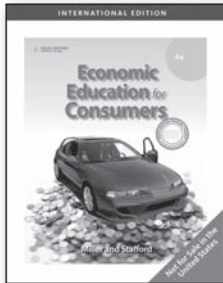
IE

Herbert Mayo, The College of New Jersey

This new edition continues to introduce investment topics--from the fundamentals needed for the CFP exam to more advanced issues--all within a student-friendly presentation that minimizes math and maximizes understanding for finance majors and nonmajors. It places strong emphasis on the individual financial planner's perspective. Students discover how to use what they're learning to make real investment decisions with fresh examples and cases.

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PERSONAL FINANCE



IE

ECONOMIC EDUCATION FOR CONSUMERS, 4E

Roger Miller, Institute for University Studies, Arlington, Texas ; Alan Stafford, Niagara County Community College

ECONOMIC EDUCATION FOR CONSUMERS, 4E brings economic, consumer, and personal finance topics to life. Exciting changes to this edition include a bright, new design and updated information on important changes in technology, banking, and taxes. Organized into several class-length lessons, each chapter contains several features to capture and maintain student interest, such as Consumer Alert, Vote Your Wallet, Inside the Numbers, Math of Money, What in the World?, and NetBookmark.

NEW TO THIS EDITION:

- Expanded Coverage: Learn to plan for college, retirement, saving, loans, and more.
- Updated Content: New coverage of online banking and shopping, reflecting the changes in technology.

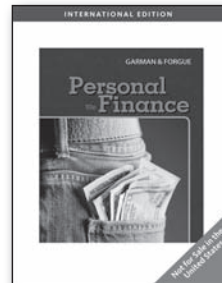
FEATURES:

- What Would You Do? introduces chapter content by asking students to assess their feelings about a specific topic. What Would You Do Now? helps students see how their attitudes may have changed based on what they have learned.
- Decision Making Project serves as a thread throughout each chapter and helps hone students' decision-making skills through challenging questions and group activities.
- Math of Money provides much-needed review of math concepts and operations.
- Journal activities, located at the beginning and end of each chapter, connect the theme of each chapter and reinforce communication skills.
- Life-Span Plan Project links all the personal finance aspects of a student's life into a capstone project. The semester-length project incorporates the concepts learned throughout the course into a comprehensive life-span plan. This project helps make the course relevant for students who need the consistent organization and discipline throughout the semester.
- Reviewers said What in the World? questions were thought-provoking and would meet the standards concerning globalization.
- Correlated to the Jumpstart Coalition for Personal Financial Literacy's national standards.
- Real-World: Emphasis is on real-world situations and applications in the features and the text.
- Web Site: Internet activities available at school.cengage.com/pfinance/ee4c.

CONTENTS:

1. Consumers: The Engine that Runs the Economy.
2. Buying Technology Products: Let's Talk Tech.
3. Consumer Protection: Rights, Responsibilities, Resolutions.
4. Choose a Career: Get a Job.
5. Taxes: How Much Income Will You Keep?.
6. Budgeting: How Will You Use Your Money?.
7. Banking Services: Where to Stash Your Cash.
8. Saving: Plan for Financial Security.
9. Investing: Prepare for Your Future.
10. Credit: You're in Charge.
11. Budget Essentials: Food, Clothes, Fun.
12. Transportation: How Will You Get There?
13. Housing: A Place to Call Home.
14. Automobile and Home Insurance: Sharing the Risk.
15. Health and Life Insurance: Your Personal Security.
16. Choose Services: When You Need Help.
17. Global Economy: What It Means to You.

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IE

PERSONAL FINANCE, 10E

E. Thomas Garman, Professor Emeritus, ; Virginia Polytechnic Institute and State University; Raymond E. Forgue, University of Kentucky

PERSONAL FINANCE, 10e, International Edition offers a practical, student-friendly introduction to personal financial management. Using a structured, step-by-step approach, this market-leading text helps students learn how to save and invest, manage student loans, file taxes, decrease credit card debt, and plan for the future. Throughout the text, real-life scenarios covering a wide range of financial challenges enable students to appreciate the relevance of key concepts, while useful advice from personal finance experts helps them apply those concepts in their own lives. Many math-based examples also clearly illustrate the critical importance of achieving long-term financial goals through investing. Building on the success of previous editions, the new Tenth Edition continues to engage students' interest and focus their attention on the critical concepts they need to succeed in class--and to manage their finances wisely for a lifetime.

NEW TO THIS EDITION:

- Do It Now!- This action, oriented 2-3 sentence blurb offers a quick take-away for students.
- Your Next Five Years: This box highlights what students will need to do in the five years post graduation, referencing the material relevant in that chapter. Its a practical, how to box, that gets them thinking about the here and now as well as their short term needs.
- Instant message. This boxed insert, designed to mimic a text message, includes

- quick tips and suggestions for students.
- Updated data and coverage of today's economic situation.

FEATURES:

- What Do You Recommend and What Do You Recommend Now features: These chapter opening and closing narratives cover essential financial topics. The opening feature is followed by a question and four potential answers. The results are often unexpected and provide an excellent opportunity to engage students. The closing feature asks the students to come back to that opening vignette to reflect upon it after reading the chapter.
- Advice From A Pro boxed inserts are authored by today's leading financial experts. They offer practical, attainable tips for students to manage all of their personal finance needs.
- Financial Planning Cases. These short, chapter closing cases present various finance concepts to students from the vantage point of a married couple, single person, retiree, parent, and many other demographics.

CONTENTS:

Part I: FINANCIAL PLANNING.

1. Understanding Personal Finance.
2. Career Planning.
3. Financial Statements, Tools, and Budgets.

Part II: MONEY MANAGEMENT.

4. Managing Income Taxes.
5. Managing Checking and Savings Accounts.
6. Building and Maintaining Good Credit.
7. Credit Cards and Consumer Loans.
8. Vehicle and Other Major Purchases. Obtaining Affordable Housing.

Part III: INCOME AND ASSET PROTECTION.

10. Managing Property and Liability Risk.
11. Managing Health Care Expenses.
12. Life Insurance Planning

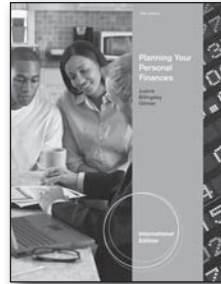
Part IV: INVESTMENTS.

13. Investment Fundamentals.
14. Investing in Stocks and Bonds.
15. Investing Through Mutual Funds.
16. Real Estate and High-Risk Investments.

Part V: RETIREMENT AND ESTATE PLANNING.

17. Retirement Planning.
18. Estate Planning.

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PLANNING YOUR PERSONAL FINANCES, 12E

Lawrence Gitman, San Diego State University; Michael Joehnk, Arizona State University; Randy Billingsley

The book follows a life-cycle approach -- addressing financial plans, assets, credit, insurance, investment, and retirement -- as individuals and families progress through a lifetime. The latest updates throughout this edition reflect the most recent financial developments and research -- from new tax laws to professional financial advice that considers the impact of the recent global financial crisis. This edition's inviting new design incorporates opening vignettes, cases, and numerous examples from life as well as a proven, integrated learning system to ensure understanding. Step-by-step features teach students to use today's most critical financial tools and technology, including financial planning software. CFP® practice questions provide valuable practice.

NEW TO THIS EDITION:

- THOROUGH UPDATES EXAMINE THE IMPACT OF THE RECENT GLOBAL FINANCIAL CRISIS ON PERSONAL FINANCIAL PLANNING -- Students clearly see the effects of today's financial and economic crises on areas contemporary personal financial planning, based on the latest research and input from practicing professionals and leading instructors.
- NEW AUTHOR RANDY BILLINGSLEY BRINGS AWARD-WINNING EXPERIENCE AND FRESH PERSPECTIVE -- A recognized leader in teaching finance at Virginia Tech, this edition's newest author--Dr. Randy Billingsley--adds a fresh voice of experience in today's financial planning.
- CRISP, EXCITING, AND FRIENDLY NEW DESIGN ENCOURAGES STUDENTS UNDERSTANDING -- Based on feedback from current instructors, financial planners and even students, this edition incorporates numerous updates and a completely fresh design to ensure the book presents financial information in a clear, concise and understandable manner.
- THE MOST CURRENT UPDATES AVAILABLE REFLECT THE LATEST TAX LAWS AND FINANCIAL DATA -- The latest updates to this leading text incorporate all of the newest tax laws with special sections on tax preparation as well as recent personal examples, and contemporary financial advice.
- THE LATEST COVERAGE ADDRESSES TODAY'S MOST PERTINENT FINANCE TOPICS FOR STUDENTS --The book presents the Credit Card Act of 2009 for consumers, new information on managing personal finances in tough economic times, sections on purchasing automobiles and housing with new market developments, sources of reliable financial information on the Internet, investments and savings in the midst of recession, the impact of health care reform on insurance, and more.

FEATURES:

- FRESH, NEW "MONEY IN ACTION" FEATURES EXPAND ON CHAPTER TOPICS -- Brief "Money in Action" boxes with corresponding Critical Thinking Questions present a variety of interesting information that helps enrich the text discussions. Features highlight actual financial planning ideas, real experiences and businesses practices, and events. For your flexibility, many of the previous edition's "Money in Action" boxes now appear on the text's

- companion web site.
- **TIMELY, UPDATED “FINANCIAL ROAD SIGNS” OFFER HELPFUL HINTS AND VALUABLE SUGGESTIONS FOR FINANCIAL DECISIONS** -- These brief, helpful “Financial Road Signs” suggest what students should consider when implementing parts of a financial plan and making personal financial decisions in today’s times. Students will find invaluable advice on developing budgets, student debt, online banking, purchasing vehicles, using debit cards, buying health or life insurance, investing, avoiding online job-search mistakes, and much more.
- **INTERNET “SMART SITES” GUIDE READERS TO VALUABLE WEB SITES THAT BROADEN UNDERSTANDING** -- Six to eight “Smart Sites” in each chapter direct students to carefully selected Internet sites that further explore key financial planning concepts discussed in the book. Students gain important new insights into the topics. Additional discussions give students a better understanding of how today’s Internet and personal computers assist in the various phases of personal finance planning.

CONTENTS:

Part I: FOUNDATIONS OF FINANCIAL PLANNING.

1. Understanding the Financial Planning Process.
2. Developing Your Financial Statements and Plans.
3. Preparing Your Taxes.

Part II: MANAGING BASIC ASSETS.

4. Managing Your Cash and Savings.
5. Making Automobile and Housing Decisions.

Part III: MANAGING CREDIT.

6. Using Credit.
7. Using Consumer Loans.

Part IV: MANAGING INSURANCE NEEDS.

8. Insuring Your Life.
9. Insuring Your Health.
10. Protecting Your Property.

Part V: MANAGING INVESTMENTS.

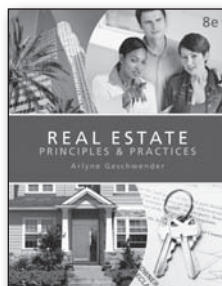
11. Investment Planning.
12. Investing in Stocks and Bonds.
13. Investing in Mutual Funds and Real Estate.

Part VI: RETIREMENT AND ESTATE PLANNING.

14. Planning for Retirement.
15. Preserving Your Estate.

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PRINCIPLES OF REAL ESTATE



REAL ESTATE PRINCIPLES AND PRACTICES, 8E

Arlyne Geschwender, Randall School of Real Estate

REAL ESTATE PRINCIPLES AND PRACTICES is organized around the natural flow and sequence of events in a real estate transaction. Written in a friendly tone and accessible reading style for new real estate professionals, the author takes a more realistic and practical approach making it the “text of choice.” Uniquely organized into three parts, this book first allows you to gain a solid foundation in basic real estate principles to more easily understand the various aspects of real estate practice. The workbook delivers additional reinforcement exercises and practice exam questions for self-paced learning. You will also appreciate using the audio CDs to review key terms and essential concepts for each chapter on the go.

FEATURES:

- New environmental issues chapter covers various federal environmental acts as well as many other issues affecting real estate.
- Useful websites highlighted in the margins allow for further research.
- Topic coverage of Buyer Agency, Property Listings, the Federal Reserve and License Law has been added.
- Updated to reflect changes in modern real estate law and practice along with new forms and contracts.
- Engaging learning supplements including a student workbook and audio CDs aid both instructors and students.
- End-of-chapter review questions, with answers at the end of text, help students reinforce important concepts.
- Discussion questions help to facilitate lively classroom discussion and promote real-world application.
- Practice exam helps prepare students for the real estate license examination.

CONTENTS:

PART ONE: BASIC CONCEPTS OF REAL ESTATE.

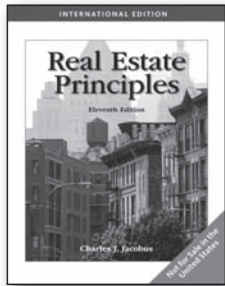
1. Real Estate and the Economy.
2. Land: Its Characteristics and Acquisition.
3. Land Descriptions.
4. Land Use Controls.
5. Estates, Interests, Deeds, and Title.

PART TWO: THE ORDERLY PROCESS OF A SALE.

6. Contracts and Business Law.
7. Agency Law and Representation.
8. Listing the Property.
9. Marketing and Selling Real Estate.
10. Lending Institutions and Loans.

11. Financing.
 12. Closing Statements.
- PART THREE: OTHER ASPECTS OF REAL ESTATE.**
13. Condominiums and Cooperatives.
 14. Leases.
 15. Property Management.
 16. Investment and Tax Aspects of Ownership.
 17. The Appraisal Process.
 18. Environmental Issues and Real Estate.
 19. Fair Housing Law.
 20. License Law.
 21. Real Estate Math. Practice Examination. Answer Key.

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IE

REAL ESTATE PRINCIPLES, 11E

Charles Jacobus, REEA Distinguished Instructor, Lawyer, DREI; CREI, Houston Community College

For decades this popular principles book has laid a solid foundation for thousands of new real estate professionals like you starting a rewarding career in the real estate industry. Known for his clear presentation and engaging style, Charles Jacobus brings together all the pieces of real estate giving you the fundamentals they need for success. This best-selling principles book has been updated to reflect numerous changes in modern real estate practice. Particular attention has been given to new regulations in the mortgage industry while still reinforcing the core concepts that have been the cornerstone of American real estate ownership.

NEW TO THIS EDITION:

- Engaging new feature challenges students to apply critical-thinking skills with real-life scenarios putting modern real estate practice into action.
- Updated and expanded coverage of Fannie Mae, Freddie Mac and the rapidly changing landscape of the mortgage industry.

FEATURES:

- Two-color format engages learning and interactive online flashcards direct application of key terms and concepts.
- Extensive applications including vocabulary review of key terms, additional readings for deeper research, and questions and problems with answers in the appendix for self-paced reinforcement.
- Simplified contracts and title policies written in a straight-forward manner give users a clearer understanding of these essential real estate documents.
- Essential math review and applications are reinforced in the appendix along with detailed construction illustrations and terminology provided for reference -- the best among principles texts.
- Self-paced exam prep study guide, available separately, helps increase retention and improve confidence by providing exam-style questions

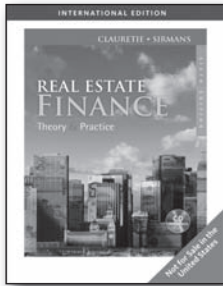
- covering important material from each chapter.
- Blackboard® support facilitates a seamless online learning environment.

CONTENTS:

1. Introduction to Real Estate.
2. Nature and Description of Real Estate.
3. Rights and Interests in Land.
4. Forms of Ownership.
5. Transferring Title.
6. Recordation, Abstracts, and Title Insurance.
7. Contract Law.
8. Real Estate Sales Contracts.
9. Mortgage and Note.
10. Deed of Trust.
11. Lending Practices.
12. The Loan and the Consumer.
13. Sources of Financing.
14. Types of Financing.
15. Taxes and Assessments.
16. Title Closing and Escrow.
17. Real Estate Leases.
18. Real Estate Appraisal.
19. Licensing Laws and Professional Affiliation.
20. The Principal-Broker Relationship: Employment.
21. The Principal-Broker Relationship: Agency.
22. Fair Housing, ADA, Equal Credit, and Community Reinvestment.
23. Condominiums, Cooperatives, PUDs, and Timeshares.
24. Property Insurance.
25. Land-Use Control.
26. Real Estate and the Economy.
27. Investing in Real Estate.

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REAL ESTATE FINANCE



IE

REAL ESTATE FINANCE: THEORY AND PRACTICE, 6E

Terrence Claurette, University of Nevada, Las Vegas; G. Sirmans, Florida State University

The core of this text is based on sound economic and finance principles to promote a greater understanding of how real estate financial markets work. The authors blend theory with practice applying the theoretical aspects of financial economics to explain how real estate financial institutions and markets have developed and evolved to their present state, and why they take the forms they do. Dramatic changes in the real estate financial markets and the impact of major federal legislation that applies to real estate finance (especially residential) are addressed. Direct application using ARGUS® software makes this book extremely hands on giving students practical, real-world experience in real estate analysis.

NEW TO THIS EDITION:

- Online interactive flashcards and an open internal design with larger print help engage and enhance student learning.
- Complete coverage of sub-prime mortgage crisis of 2008, analysis of the Housing and Economic Recovery Act and discussion of mortgage-backed securities and their inherent risks.

FEATURES:

- A free, student trial version of ARGUS® software included on CD along with student exercises provides practical experience in real estate investment by solving lease-by-lease investments and valuation problems. CD also provides tables, financial data, and worksheets to aid in understanding financial relationship and solving end-of-chapter exercises.
- Financial calculator keystrokes applications throughout the book assist students in solving calculations and help introduce an important tool in solving financial investment questions.
- Study review slides, created by the authors, are provided on the student CD for independent study and reinforcement of key concepts.
- Appendix reviews and references the time value of money and related concepts.

CONTENTS:

I. FINANCE AND REAL ESTATE.

1. Real Estate Finance: An Overview.
2. Money, Credit, and the Determination of Interest Rates.
3. Finance Theory and Real Estate.

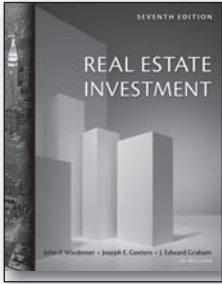
II. RESIDENTIAL REAL ESTATE FINANCE.

4. The Early History of Residential Finance and Creation of the Fixed Rate Mortgage.

5. Modern Residential Finance.
 6. Alternative Mortgage Instruments.
 7. Financing and Property Values.
 8. Federal Housing Policies:
 - Part 1.
 - Part 2.
 9. Federal Housing Policies:
 - Part 1.
 - Part 2.
 10. The Secondary Mortgage Market.
 11. Valuation of Mortgage Securities.
 12. Controlling Default Risk Through Borrower Qualification. Loan Underwriting and Contractual Relationships.
 13. Loan Origination, Processing, and Closing.
 14. Mortgage Default Insurance, Foreclosure, Title Insurance.
- #### III. COMMERCIAL REAL ESTATE FINANCE.
15. Value, Leverage, and Capital Structure.
 16. Federal Taxation and Real Estate Finance.
 17. Sources of Funds for Commercial Real Estate Properties.
 18. Acquisition, Development, and Construction Financing.
 19. Permanent Financing of Commercial Real Estate Properties.
 20. Ownership Structures for Financing and Holding Real Estate.
- #### IV. SPECIAL TOPICS IN REAL ESTATE FINANCE.
21. Real Estate in a Portfolio Context.
 22. Liability, Agency Problems, Fraud, and Ethics in Real Estate Finance.

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REAL ESTATE INVESTMENT



REAL ESTATE INVESTMENT (WITH CD-ROM), 7E

John P. Wiedemer, Houston Community College - Emeritus; Joseph E. Goeters, Houston Community College; J. Edward Graham, University of North Carolina - Wilmington

The goal of Real Estate Investment, 7e is to describe investing in a concise and practical way by explaining the factors and analysis involved in making investments wisely. Exhibits and examples in this new edition have been updated to reflect dramatic changes and recent trends in real estate markets. A student version of ARGUS® software on CD provides direct application and real-life experience analyzing real estate investment scenarios.

FEATURES:

- Case studies enhance learning and help develop critical-thinking skills needed in today's dynamic real estate finance market.
- Substantial updates reflect changes in environmental constraints and all financial aspects of real estate investment ranging from property and income taxes to financing options and pitfalls.
- Discussion questions throughout develop understanding and critical-thinking skills.
- Analysis of legal documents involved in making investments, with focused attention on the deed, earnest money contract, and commercial lease.

CONTENTS:

1. Real Estate as an Investment.
2. Land Use Controls.
3. Environmental Constraints.
4. Ownership of Real Property.
5. Legal Documents.
6. Property Taxes and Income Taxes.
7. Special Income Tax Rules Applicable to Real Estate.
8. Single-Family Dwellings and Condominiums.
9. Business Organizations.
10. Financing Real Estate Investments.
11. Tools of Analysis.
12. Comparison Screening.
13. Discount Analysis.
14. Computer-Aided Analysis.
15. Examining Real Property Risk.
16. Marketing Investment Property.

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Accounting
Business Law
Economics, Finance and Real Estate
Management and Decision Sciences
Marketing

CENGAGE LEARNING ASIA

Sectional Catalog

2010 - 2011

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Management
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BUSINESS COMMUNICATION



BCOM, 2E

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

Created through a “student-tested, faculty approved” review process BCOM is an engaging and accessible solution to accommodate the diverse lifestyles of today’s learners. Retail Description Created through a “student-tested, faculty approved” review process BCOM is an engaging and accessible solution to accommodate the diverse lifestyles of today’s learners.

FEATURES:

- An innovative combination of content delivery in print and online provides a brief 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 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. Quizzes, audio downloads, video podcasts, and more are only a click away.

CONTENTS:

PART I: COMMUNICATION FOUNDATIONS AND ANALYSIS.

1. Establishing a Framework for Business Communication.
2. Focusing on Interpersonal Communication.
3. Focusing on Group Communication.
4. Planning Written and Spoken Messages.

PART II: COMMUNICATION THROUGH ELECTRONIC, VOICE, AND WRITTEN MESSAGES.

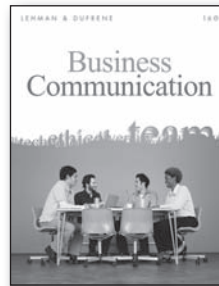
5. Communicating Electronically.
6. Preparing Good- and Neutral-News Messages.
7. Preparing Bad-News Messages.
8. Preparing Persuasive Messages.
9. Revising Written Messages.

PART III: COMMUNICATION THROUGH REPORTS AND BUSINESS PRESENTATIONS.

10. Understanding the Report Process and Research Methods.

11. Managing Data and Using Graphics.
 12. Organizing and Preparing Reports and Proposals.
 13. Designing and Delivering Business Presentations.
- PART IV: COMMUNICATION FOR EMPLOYMENT.**
14. Preparing Résumés and Application Messages.
 15. Interviewing for a Job and Preparing Employment. Grammar and Usage.

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BUSINESS COMMUNICATION , 16E (with Teams Handbook)

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

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

NEW TO THIS EDITION:

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

FEATURES:

- Authors Carol Lehman and Debbie DuFrene are actively involved in

teaching and business communication research, and they have applied their considerable experience to the development of classroom-tested learning materials that capture students' interest, enhance their skills, and prepare them to become more successful communicators.

- In conjunction with the comprehensive instructor ancillary package, a text-specific instructor website also provides valuable online resources to enhance instruction in both distance and traditional classrooms.
- This edition integrates coverage of legal and ethical issues, diversity, teams, and technology as prevailing forces in modern business communication, a model that helps students better understand the interrelationship of key communication issues, analyze common business situations, and design appropriate and effective spoken, written, and electronic messages.
- In addition to extensive coverage of team communication within the text, a dedicated Building High-Performance Teams handbook accompanies the text and guides students through the stages and processes of team development.

CONTENTS:

Part I: COMMUNICATION FOUNDATIONS.

1. Establishing a Framework for Business Communication.
2. Focusing on Interpersonal and Group Communication.

Part II: COMMUNICATION ANALYSIS.

3. Planning Spoken and Written Messages.
4. Preparing Spoken and Written Messages.

Part III: COMMUNICATING THROUGH VOICE, ELECTRONIC AND WRITTEN MESSAGES.

5. Communicating Electronically.
6. Delivering Good- and Neutral-News Messages
7. Delivering Bad-News Messages.
8. Delivering Persuasive Messages.

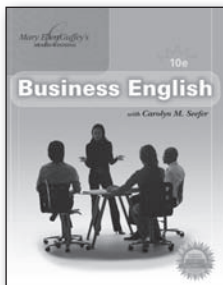
Part IV: COMMUNICATION THROUGH REPORTS AND BUSINESS PRESENTATIONS.

9. Understanding the Report Process and Research Methods.
10. Managing Data and Using Graphics.
11. Organizing and Preparing Reports and Proposals.
12. Designing and Delivering Business Presentations

Part V: COMMUNICATION FOR EMPLOYMENT.

13. Preparing Resumes and Application Messages
14. Interviewing for a Job and Preparing Employment Messages.

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BUSINESS ENGLISH, 10E

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

Dr. Mary Ellen Guffey's BUSINESS ENGLISH helps students become successful communicators in any business arena with its proven grammar instruction and supporting in-text and online resources. The perennial leader in grammar and mechanics texts, the 10th edition of BUSINESS ENGLISH uses a three-tiered approach to

break topics into manageable units, letting students identify and hone the most critical skills and measure their progress along the way. Packed with insights from more than thirty years of classroom experience in business communications, BUSINESS ENGLISH also includes access to the author's new premier website, www.meguffey.com, and its many resources for building language skills, including all-new, interactive exercises.

NEW TO THIS EDITION:

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

FEATURES:

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

CONTENTS:

UNIT I: LAYING A FOUNDATION.

1. Reference Skills.
2. Parts of Speech.
3. Sentences: Elements, Variety, Patterns, Types, Faults.

UNIT II: KNOWING THE NAMERS.

4. Nouns.
5. Possessive Nouns.
6. Personal Pronouns.
7. Pronouns and Antecedents.

UNIT III: SHOWING THE ACTION.

8. Verbs: Kinds, Voices, Moods.
9. Verb Tenses and Parts.
10. Subject-Verb Agreement.

UNIT IV: MODIFYING AND CONNECTING WORDS.

11. Modifiers: Adjectives and Adverbs.
12. Prepositions.
13. Conjunctions.

UNIT V: PUNCTUATING SENTENCES.

14. Commas.
15. Semicolons and Colons.
16. Other Punctuation.

UNIT VI: WRITING WITH STYLE.

17. Capitalization.
18. Numbers.

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COMMUNICATING IN BUSINESS, 8E



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

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

NEW TO THIS EDITION:

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

FEATURES:

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

CONTENTS:

Part I: COMMUNICATION FUNDAMENTALS.

1. Business Communication Foundations.
2. Multicultural and Global Communication.
3. Technological, Legal, and Ethical Considerations.

Part II: EFFECTIVE COMMUNICATION DEVELOPMENT.

4. Principles of Business Communication.
5. Print and Electronic Messages.

Part III: CORRESPONDENCE APPLICATIONS.

6. Message Formats.
7. Positive, Neutral, and Social Business Messages.
8. Negative Messages.
9. Persuasive Messages

Part IV: WRITTEN REPORT APPLICATIONS.

10. Business Research and Report Writing.
11. Proposals, Business Plans, and Special Reports.
12. Visual Aids.

Part V: ORAL AND NONVERBAL COMMUNICATION.

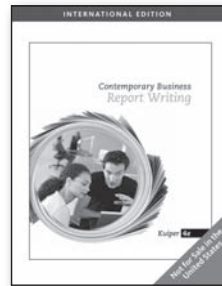
13. Interpersonal Communication and Teamwork.
14. Listening and Nonverbal Messages.

15. Oral Communication Essentials.

Part VI: EMPLOYMENT COMMUNICATION.

16. The Job Search and Resume.
17. Employment Communication and Interviewing.

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CONTEMPORARY BUSINESS REPORT WRITING, 4E

Shirley Kuiper, University of South Carolina

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

NEW TO THIS EDITION:

- 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.

FEATURES:

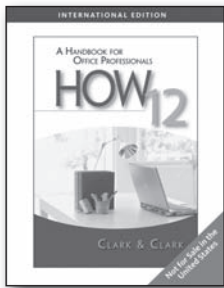
- Collaborative writing and ethical considerations are integrated throughout the text, ensuring readers confront the importance of working responsibly with others in the contemporary business environment
- The book's organization moves from simple to complex. The fundamental skills of writing, illustrating, and orally presenting a report are covered in Chapters 1-9. Chapters 10-16 cover business research and its presentation in a formal report.
- Both simple and complex reports are described and amply illustrated, providing students with experience in crafting many reports commonly used in business and non-profit organizations.
- Coverage of employee manuals, instructions, and procedures (Chapter 17) and business plans (Chapter 18) adds dimensions not included in many basic business communication texts.
- Chapters are structured in a modular format that will allow you to customize your course and present chapters in the order that best suits your needs.

CONTENTS:

1. Report Characteristics.
2. Planning the Report.

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

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ISBN-10: 1439037167



IE

HOW 12, 12E

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

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

NEW TO THIS EDITION:

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

FEATURES:

- HOW 12 provides descriptions and illustrations of letter, memorandum, report, meeting minutes, agenda, news release, and itinerary formats. It includes examples of listings, charts, footnotes, tables, and other such content features of business documents. New to HOW 12--this reference book covers

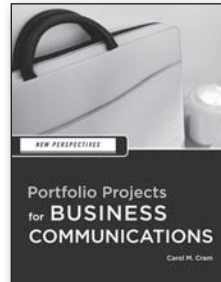
how to work with Microsoft Word 2007 default formats in preparing business documents.

- It describes the latest Internet access options and provides information on e-mail, search sites and procedures, evaluating Web sites, and valuable resources on the Web. Up-to-date URLs of career centers on the Web are included.
- It contains information on preparing traditional résumés, scannable résumés, online (ASCII) résumés, application letters, reference-request letters, and follow-up letters--all necessary documents for the job-seeking process. It also provides resources for accessing Internet career centers and corporate career sites.

CONTENTS:

1. Grammar and 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 PERSPECTIVES: PORTFOLIO PROJECTS FOR BUSINESS COMMUNICATION

Carol M. Cram, Capilano College

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

FEATURES:

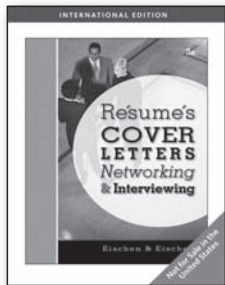
- **REAL WORLD APPLICATION.** Case scenarios, review assignments, and case problems help students review course material and apply what they've learned to real life business scenarios.

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

CONTENTS:

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

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

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

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

NEW TO THIS EDITION:

- A new chapter, Researching Prospective Employers Online with Tips on Salary Negotiations, a chapter devoted to researching prospective employers online and tips on salary negotiation that provides a more complete picture of entry-level employment strategies.

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

FEATURES:

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

CONTENTS:

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

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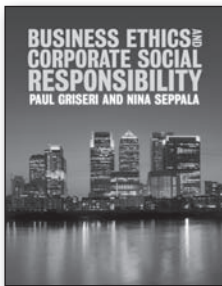
STRATEGIC MANAGEMENT COMMUNICATION, 2E

Robyn Walker, University of Southern California

STRATEGIC MANAGEMENT COMMUNICATION provides an alternative theoretical foundation to the teaching of business communication. The text is grounded in theory with connections to communication in business and the real world. The approach 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. 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. The text is concise and logically organized, actually utilizing the principles of effective business writing.

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BUSINESS ETHICS



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
- Balanced discussion of all the key players in business ethics and corporate social responsibility including SMEs, NGOs and MNCs
- Integrative case studies from premium providers

CONTENTS:

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?

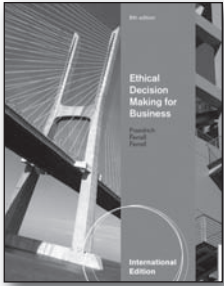
Integrative Case Study 3.2: Starbucks Corporation: Building a Sustainable Supply Chain

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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ETHICAL DECISION MAKING FOR BUSINESS, 8E

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

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

NEW TO THIS EDITION:

- Chapter 2, “Stakeholder Relationships, Social Responsibility, and Corporate Governance,” has been significantly reorganized, updated, and expanded to provide an overall framework for the text. Revamped Chapter 3, “Emerging Business Ethics Issues,” now offers expanded coverage of issues with abusive and intimidating behavior, lying, bribery, corporate intelligence, environmental sustainability, intellectual property rights, and privacy.
- Completely revised, Chapter 5, “Ethical Decision Making and Ethical Leadership,” reflects the latest research and understanding of ethical decision making. It also features a new section on ethical leadership. Expanded Chapter 6, “Individual Factors: Moral Philosophies and Values,” now explores the role of moral philosophies and moral development as individual factors in the ethical decision-making process. It also provides a new section on white-collar crime.
- Chapter 8, “Developing an Effective Ethics Program,” has been significantly refined and updated with corporate best practices for developing ethics programs. In addition, Chapter 10, “Globalization of Ethical Decision Making,” has been completely revised to reflect the complex and dynamic events that almost caused a global depression.
- Nine cases are new to this edition, including Monsanto Attempts to Balance Stakeholder Interests; Wal-Mart: The Future is Sustainability; The American Red Cross; BP (Beyond Petroleum) Focuses on Sustainability; Mattel Responds to Ethical Challenges; Countrywide Financial: The Subprime Meltdown; Banking Industry Meltdown: The Ethical and Financial Risks of Derivatives; The Fraud of the Century: The Case of Bernard Madoff; and Coping with Financial and Ethical Risks at American International Group (AIG). All other cases have been updated.

FEATURES:

- The leading text on the market, ETHICAL DECISION MAKING FOR BUSINESS, 8e, International Edition is renowned for its signature approach—teaching business ethics from a managerial/organizational perspective. More

important in today’s economy than ever, this proven text emphasizes decision making, leadership, and strategy as it illustrates how to develop, implement, and audit an effective ethics program in a global environment.

- Extremely timely, the text is completely revised and updated to reflect the latest in the global economic crisis. The issues associated with the recent economic meltdown compelled the authors to provide an updated discussion of ethics from a systemic perspective. The authors’ insightful discussions equip students with an ethical understanding of what happened—how greed, excessive risk-taking, and the culture of focusing on rewards and the bottom line helped create the problem.
- Ensuring students get the most from the course, the text’s rich pedagogical program includes Chapter Objectives, a Chapter Outline, a detailed Chapter Summary, and Check Your E.Q. (Ethics Quotient) exercises that help students identify key concepts, initiate discussion, enhance problem-solving skills, and provide an opportunity for self-assessment.
- The text is packed with real-world, hands-on applications—placing students in the role of decision maker. An “Ethical Dilemma” at the opening of each chapter highlights a realistic situation and provides guided discussion questions on how the dilemma could be resolved. Chapter-ending “Resolving Ethical Business Challenges” are minicases that give students an opportunity to put what they have learned into action as they use their critical-thinking skills to address realistic ethical issues.

CONTENTS:

Part One: AN OVERVIEW OF BUSINESS ETHICS.

1. The Importance of Business Ethics.
2. Stakeholder Relationships, Social Responsibility, and Corporate Governance.

Part Two: ETHICAL ISSUES AND THE INSTITUTIONALIZATION OF BUSINESS ETHICS.

3. Emerging Business Ethics Issues.
4. The Institutionalization of Business Ethics.

Part Three: THE DECISION-MAKING PROCESS.

5. Ethical Decision Making and Ethical Leadership.
6. Individual Factors: Moral Philosophies and Values.
7. Organizational Factors: The Role of Ethical Culture and Relationships.

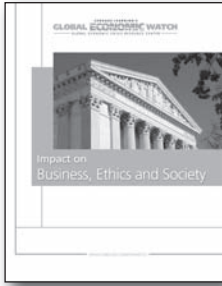
Part Four: IMPLEMENTING BUSINESS ETHICS IN A GLOBAL ECONOMY.

8. Developing an Effective Ethics Program.
9. Implementing and Auditing Ethics Programs.
10. Business Ethics in a Global Economy.

Cases.

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

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GLOBAL ECONOMIC CRISIS: IMPACT ON BUSINESS ETHICS AND SOCIETY

Global Economics Crisis Resource Center

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

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BUSINESS RESEARCH METHODS



IE

BUSINESS RESEARCH METHODS, 8E (with Qualtrics Card)

William G. Zikmund, Oklahoma State University; Barry J. Babin, Louisiana Tech University

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

NEW TO THIS EDITION:

- Survey This Feature – Students respond to an online questionnaire hosted using Qualtrics software. The questionnaire involves students' opinions, activities and interests regarding numerous everyday behaviors ranging

from study habits to involvement with social networking. The resulting data are made available to instructors and students. In the early chapters, this feature is useful for critiquing the way questionnaires are constructed and how research hypotheses are addressed in a questionnaire.

- New examples of business applications varying across business disciplines.
- New Chapter Vignettes—Each chapter opens with a story relevant to the material featured in that particular chapter.
- Increased Global Coverage—The examples and illustrations make much greater use of international business.
- Expanded coverage of Internet Research tools.

FEATURES:

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

CONTENTS:

PART I: INTRODUCTION.

- Chapter 1 The Role of Business Research.
- Chapter 2 Information Systems and Knowledge Management
- Chapter 3 Theory Building.
- Chapter 4 The Business Research Process: An Overview.
- Chapter 5 The Human Side of Business Research: Organizational and Ethical Issues.

PART II: BEGINNING STAGES OF THE RESEARCH PROCESS.

- Chapter 6 Problem Definition: The Foundation of Business Research.
- Chapter 7 Qualitative Research Tools.
- Chapter 8 Secondary Data Research in a Digital Age.

PART III: RESEARCH METHODS FOR COLLECTING PRIMARY DATA.

- Chapter 9 Survey Research: An Overview.
- Chapter 10 Survey Research: Communicating with the Respondents.
- Chapter 11 Observation Methods.
- Chapter 12 Experimental Research.

PART IV: MEASUREMENT CONCEPTS.

- Chapter 13 Measurement and Scaling Concepts.
- Chapter 14 Attitude Measurement
- Chapter 15 Questionnaire Design.

PART V: SAMPLING AND FIELDWORK.

- Chapter 16 Sampling Design and Procedures.
- Chapter 17 Determination of Sample Size: A Review of Statistical Theory.
- Chapter 18 Fieldwork.

PART VI: DATA ANALYSIS AND PRESENTATION.

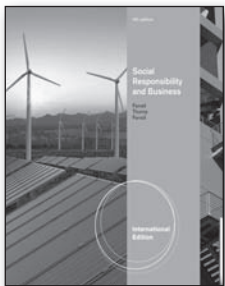
- Chapter 19 Editing and Coding: Transforming Raw Data into Information.
- Chapter 20 Basic Data Analysis: Descriptive Statistics.
- Chapter 21 Univariate Statistical Analysis.
- Chapter 22 Bivariate Statistical Analysis: Differences Between Two Variables.
- Chapter 23 Bivariate Statistical Analysis: Measures of Association.
- Chapter 24 Multivariate Statistical Analysis.

- Chapter 25 Communicating the Research Results: Report Generation, Oral Presentation, and Follow-Up.

PART VII: CRITICAL THINKING CASES.

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BUSINESS AND SOCIETY



IE

SOCIAL RESPONSIBILITY AND BUSINESS, 4E

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

SOCIAL RESPONSIBILITY AND BUSINESS, Fourth Edition, introduces a strategic social responsibility framework for courses that address the role of business in society. Social responsibility is presented as the extent to which a business adopts a strategic focus for fulfilling the economic, legal, ethical, and philanthropic responsibilities expected by all its stakeholders. In this fourth edition, the authors present the most up-to-date findings in the field, describe best practices, encourage student decision-making, provide cutting-edge cases, and inspire the application of social responsibility principles to a variety of situations and organizations. The soft cover format is affordable to students and provides more opportunities for instructors to supplement the course content or to further customize the content to meet their needs. Additionally, a comprehensive teaching and learning package ensures that business students understand and appreciate concerns about business ethics, social auditing, corporate social responsibility, corporate governance, sustainability, and a host of other factors involving a global perspective for today's business leaders.

NEW TO THIS EDITION:

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

FEATURES:

- The "Responsible Business Debate" at the end of each chapter presents a controversial issue and provides two competing perspectives. These debates are excellent opportunities for class teams to defend a position and analyze topics in depth.
- "Experiential Exercises" are included at the end of each chapter and require students to apply, synthesize, and evaluate social responsibility concepts in

the context of business practices.

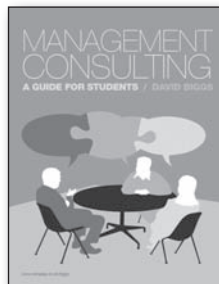
- "What Would You Do?" minicases present scenarios where ethics, responsibilities, morals, workplace conduct, and other related issues are highlighted. Students assume the role of decision maker and decide what course of action would best suit the company or individual based on chapter concepts.
- "Role Playing" exercises in the Instructor's Resource Manual promote team work and give students the opportunity to develop decision-making skills. Teaching Notes are also provided in the manual, which is available on the Instructor's Resource CD, and the online instructor Companion Website.

CONTENTS:

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

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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.

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ENTREPRENEURSHIP



IE

ENTERPRISE! (with Bind-In Printed Access Card)

William B. Gartner, *Clemson University*; Maureen Bellamy

Give your students a new mind-set, strong skills, and the power to make things happen as you introduce entrepreneurship and small business management with the unique approach found only in Gartner/Bellamy's ENTERPRISE, INTERNATIONAL EDITION. The book clearly demonstrates how every individual can be an entrepreneur or enterpriser. The authors purposefully replace potentially intimidating words such as "entrepreneur" and "manager" with "enterprise" and "enterpriser." The text encourages readers to think of themselves as enterprisers--those who take initiative to organize a project despite complications or risks.

This unique text moves beyond most entrepreneurship texts that focus simply on getting into business. Instead, the book explores a variety of topics using three levels of analysis--the person, business, and environment. The text emphasizes both the many ethical issues enterprisers face day-to-day as well as the numerous global opportunities.

FEATURES:

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

- Variety of exercises and Web applications put concepts into practice: Engaging cases and hands-on exercises and applications, such as "Applying What You've Learned" and "Enterprisers on the Web," give students plenty of exciting opportunities to put the book's concepts into practice.
- Hands-on exercises and Web applications put concepts into practice: Engaging cases and hands-on exercises and applications, such as "Applying What You've Learned" and "Enterprisers on the Web," give you numerous opportunities to put the concepts you have learned into practice.

CONTENTS:

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

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ENTREPRENEURSHIP

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

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

international academics help consolidate key themes and learning objectives.

FEATURES:

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

CONTENTS:

Part 1: In search of entrepreneurship

- Chapter 1: The search for entrepreneurship
- Chapter 2: The properties of entrepreneurship
- Chapter 3: Entrepreneurship and innovation
- Chapter 4: Entrepreneurship and the economy
- Chapter 5: Entrepreneurship in context
- Chapter 6: The life cycle of entrepreneurship

Part 2: In search of the entrepreneur

- Chapter 7: The search for the entrepreneur
- Chapter 8: Entrepreneurs and managing creativity
- Chapter 9: Entrepreneurial networking
- Chapter 10: Entrepreneurial decision making and planning

Part 3: In search of enterprise value

- Chapter 11: Entrepreneurial marketing
- Chapter 12: The creation and protection of knowledge
- Chapter 13: The entrepreneurial team
- Chapter 14: Entrepreneurial business models and processes
- Chapter 15: Entrepreneurial finance

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ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, 2E

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

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

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

NEW TO THIS EDITION:

- NEW part-ending cases relate entrepreneurship theory to the real world

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

FEATURES:

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

CONTENTS:

Part One: The Environment for Entrepreneurship in the Asia-Pacific

1. Entrepreneurship: Evolution and Revolution
2. The Entrepreneurial Mindset
3. The Environment, the Economy and Entrepreneurship
4. Ethical, Environmental and Social Entrepreneurship

Part Two: Initiating Entrepreneurial Ventures

5. Innovation: The Creative Pursuit of Ideas
6. Pathways to Entrepreneurial Ventures
7. Legal and Regulatory Challenges for Entrepreneurial Ventures
8. Sources of Capital for Entrepreneurial Ventures

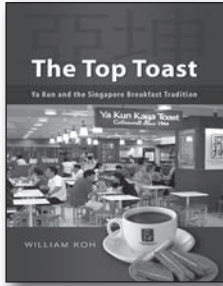
Part Three: Developing the Entrepreneurial Plan

9. Assessment and Commercialisation of Entrepreneurial Opportunities
Appendix to Chapter 9: Feasibility Plan Outline
10. Marketing Challenges for Entrepreneurial Ventures
11. Measuring Performance for Entrepreneurial Ventures
12. Developing a Sustainable Business Plan

Part Four: Growth Strategies for Entrepreneurial Ventures

13. Strategic Entrepreneurial Growth
14. Global Opportunities for Entrepreneurs
15. Entrepreneurial Families: Succession and Continuity
16. Developing Entrepreneurship within Organisations Business Plan

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THE TOP TOAST: YA KUN AND THE SINGAPORE BREAKFAST TRADITION

William Koh, National University of Singapore

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

FEATURES:

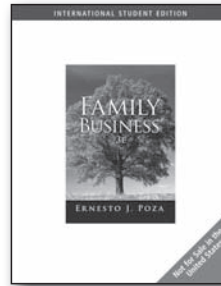
- Background information on the Executive Chairman of Ya Kun provides an in-depth understanding of his leadership philosophies.
- Organisational structure and culture of Ya Kun are examined to show how its structure and culture support its growth.
- Critical components of HR practices that support the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

CONTENTS:

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

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FAMILY BUSINESS



FAMILY BUSINESS, 3E

Ernesto J. Poza, Thunderbird University

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

NEW TO THIS EDITION:

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

FEATURES:

- Scholarly, Yet Accessible: Rooted in theory, research, and practice, FAMILY BUSINESS, 3e, INTERNATIONAL EDITION goes beyond traditional textbooks by not only fostering understanding of family business theory and family dynamics but also exploring the subject with a managerial action orientation. Yet the high-level material is presented in an understandable, accessible

way.

- Forward Looking: FAMILY BUSINESS, 3e, INTERNATIONAL EDITION looks at the firm across generations and provides strategic insights for positioning the firm for future growth.
- Leadership Orientation: The critical leadership tasks for family businesses receive comprehensive treatment and the role and importance of leadership is introduced early in the text.
- Practical Exercises: End-of-chapter exercises draw on actual tools used to coach family businesses to higher levels of performance.
- Real Cases: There are numerous family business cases appearing throughout the text. These cases feature a diverse array of industries, firm sizes, regions, leaders and challenges.

CONTENTS:

Part I: THE FAMILY BUSINESS: WHAT MAKES IT UNIQUE?

1. The Nature, Importance, and Uniqueness of Family Business.
2. Great Families in Business: Building Trust and Commitment.
3. Ownership of an Enterprise Built to Last.

Part II: LEADERSHIP IMPERATIVES FOR THE FAMILY AND BUSINESS: SUCCESSION AND CONTINUITY.

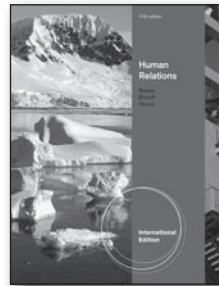
4. Succession: Continuing Entrepreneurship and the Next Generation.
5. Succession and the Transfer of Power.

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



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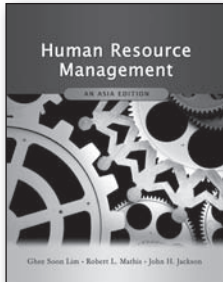
HUMAN RELATIONS, 11E

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

This comprehensive text covers the key human relation skills students need to be successful managers in the workplace. Ideal for both two- and four-year programs, it uses an organizational perspective to help students understand the disparate factors that influence employee behavior. Throughout the text, major themes are supported by a multitude of real-world examples and emotional intelligence checkpoints.

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ISBN-10: 0538466634

HUMAN RESOURCE MANAGEMENT



HUMAN RESOURCE MANAGEMENT - AN ASIA EDITION

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

This is the Asian adaptation of Mathis and Jackson's textbook, Human Resource Management, 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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PRINCIPLES OF HUMAN RESOURCE MANAGEMENT, 15E

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

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

NEW TO THIS EDITION:

- EXPANDED COVERAGE OF TODAY'S KEY HR TOPICS AND THE LATEST HR UPDATES PREPARE STUDENTS FOR TOMORROW'S SUCCESS – The latest edition of this market-leading text offers more coverage of critical HR issues, such as diversity, outsourcing/illegal immigration, today's labor issues, and employee benefits. The latest updates throughout all parts of the text ensure students are equipped with skills for the future.
- NEW CASE STUDIES IN EACH CHAPTER REFLECT THE LATEST, ENGAGING HR ISSUES --New Case Studies at the end of each chapter in this edition captivate readers as they examine timely, critical topics in real business settings.
- NEW "HIGHLIGHTS IN HRM" EXAMINE TIMELY ORGANIZATIONAL CONCERNS AND PRACTICAL CHALLENGES --Your students gain in-depth

looks at how actual organizations handle human resource issues and functions as many new “Highlights in HRM” include “HR Planning and Strategy: Questions to Ask Business Managers” (Ch. 2), “Best Practices for Employee Testing and Selection” (Ch. 6), and “Employee Stock Option Plans” (Ch. 10).

FEATURES:

- **EMPHASIS ON THE MOST CURRENT PRACTICES AND ISSUES PROVIDE TIMELY UNDERSTANDING OF HR TODAY** --Ensure your students are familiar with the most current HR practice and key issues as this leading edition's hundreds of timely examples and special features, including “how-to” tips within this edition further guide students in applying HR principles effectively. Learning features and examples throughout focus on real, memorable examples from actual organizations to display how businesses and managers perform HR functions. This focus on real-world illustrations addresses both small businesses and international topics.
- **FOCUS ON CONTEMPORARY WORK ENVIRONMENT HIGHLIGHTS KEY HR RELATIONSHIPS AND RESULTS** – No other book gives your students a more accurate look at the specific details and challenges in today's work environment. Students see how HR specialists work in partnership with line managers and team directors and how the most effective managers incorporate HR policy into regular interactions with employees.
- **INTEGRATED LEARNING SYSTEM PROVIDES COHESION THAT EASES PREPARATION AND STUDY** --Icons in the text margins and throughout all print ancillaries link coverage back to key Learning Objectives, making it easier for both you and your students to focus on the most critical points of each chapter.
- **COMPREHENSIVE CASES DELVE INTO CRITICAL HRM CHALLENGES** --Ten Comprehensive Cases at the end of the text portray some of the most current issues and challenges in HRM. In addition, at least two Case Studies per chapter delve into current HRM issues in real business settings to encourage students to carefully consider and critically analyze possible solutions.

CONTENTS:

PART I: HUMAN RESOURCES MANAGEMENT IN PERSPECTIVE.

1. The Challenge of Human Resources Management.
2. Strategy and Human Resource Planning.

PART II. MEETING HUMAN RESOURCES REQUIREMENTS.

3. Equal Employment Opportunity and Human Resources Management.
4. Job Analysis, Employee Involvement, and Flexible Work Schedules.

PART III. DEVELOPING EFFECTIVENESS IN HUMAN RESOURCES.

5. Expanding the Talent Pool: Recruitment and Careers.
6. Employee Selection.
7. Training and Development.
8. Appraising and Improving Performance.

PART IV: IMPLEMENTING COMPENSATION AND SECURITY.

9. Managing Compensation.10. Pay-for-Performance: Incentive Rewards.
11. Employee Benefits.
12. Promoting Safety and Health.

PART V: CREATING POSITIVE WORK ENVIRONMENTS.

13. Employee Rights and Discipline.14. The Dynamics of Labor Relations.

PART VI: EXPANDING HUMAN RESOURCES MANAGEMENT HORIZONS.

15. International Human Resources Management.
16. Creating High-Performance Work Systems.

CASES

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STRATEGIC HUMAN RESOURCE MANAGEMENT, 3E



Jeffrey A. Mello, Towson University

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

NEW TO THIS EDITION:

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

FEATURES:

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

CONTENTS:

Part 1: THE CONTEXT OF STRATEGIC HUMAN RESOURCE MANAGEMENT.

1. An Investment Perspective of Human Resources Management.
2. Social Responsibility and Human Resource Management.
3. Strategic Management.
4. The Evolving/Strategic Role of Human Resource Management.
5. Human Resource Planning.
6. Design and Redesign of Work Systems.
7. Employment Law.

Part 2: IMPLEMENTATION OF STRATEGIC HUMAN RESOURCE MANAGEMENT.

8. Staffing.
9. Training and Development.
10. Performance Management and Feedback.
11. Compensation.
12. Labor Relations.
13. Employee Separation and Retention Management.
14. Global Human Resource Management.

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INTERNATIONAL BUSINESS



GLOBAL

(with Bind-In Printed Access Card)

Mike Peng, University of Texas at Dallas

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

FEATURES:

- An innovative combination of content delivery both in print and online provides a core text and a wealth of comprehensive multimedia teaching and learning assets based on input from student focus groups and surveys as well as interviews with faculty and students.
- Included with each new text, students gain access to a full suite of online learning tools including quizzes, e-lectures, videos, interactive maps, and more. Instructor resources include an Instructor’s Manual, Test Bank, PowerPoint® slides, video cases, and access to the complete student premium website.
- Shorter, comprehensive chapters in a modern design present content in a more engaging and accessible format without minimizing coverage for your course. Inside GLOBAL, you will find coverage of issues such as global entrepreneurship; managing global competitive dynamics; diversifying, acquiring, and restructuring across borders; and managing corporate social responsibility globally.
- Instructor prep cards at the back of the Instructor’s Edition make preparation simple with detachable cards for each chapter. Cards provide a quick outline of chapter content, a list of corresponding video resources, and suggested assignments and discussion questions to help you organize chapter content efficiently. Included in the Student Edition are unique Chapter-in-Review Cards that provide students with an efficient, portable study tool highlighting all of the pertinent information for class preparation, and a world map for easy reference.
- The text’s unique strategic perspective highlights the managerial implications of global business, integrating both an institution-based view (IBV) and

resource-based view (RBV) with coverage not offered in other texts. Students gain a more comprehensive understanding of why some firms succeed in today’s highly competitive global environment.

CONTENTS:

Part 1: LAYING FOUNDATIONS.

1. Globalizing Business
2. Understanding Politics, Laws, and Economics.
3. Emphasizing Cultures, Ethics and Norms.
4. Leveraging Resources and Capabilities.

Part 2: ACQUIRING TOOLS.

5. Trading Internationally.
6. Investing Abroad Directly.
7. Dealing with Foreign Exchange.
8. Capitalizing on Global and Regional Integration.

Part 3: STRATEGIZING AROUND THE GLOBE.

9. Growing and Internationalizing the Entrepreneurial Firm.
10. Entering Foreign Markets.
11. Making Alliances and Acquisitions Work.
12. Strategizing, Structuring, and Learning Around the World.

Part 4: BUILDING FUNCTIONAL EXCELLENCE.

13. Managing Human Resources Globally.
14. Managing Corporate Social Responsibility Globally.

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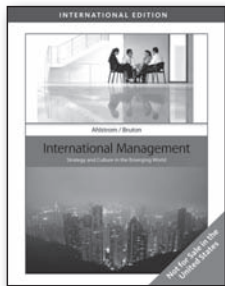
GLOBAL ECONOMIC WATCH: IMPACT ON INTERNATIONAL BUSINESS

Global Economics Crisis Resource Center

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

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INTERNATIONAL MANAGEMENT



IE

INTERNATIONAL MANAGEMENT

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

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

FEATURES:

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

CONTENTS:

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

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IE

STRATEGIC INTERNATIONAL MANAGEMENT, 5E

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

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

NEW TO THIS EDITION:

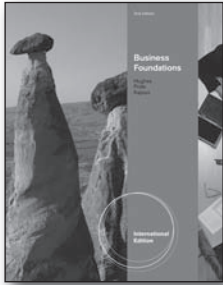
- Offers instructors the latest research, examples, and statistics available in multinational management, providing the most accurate and up-to-date information possible.
- Features updated figures and tables with data from GLOBE: The Global Leadership and Organizational Behavior Effectiveness Research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

FEATURES:

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

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INTRODUCTION TO BUSINESS


IE

BUSINESS FOUNDATIONS, 2E

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

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

NEW TO THIS EDITION:

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

FEATURES:

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

CONTENTS:

Note: Each chapter opens with Inside Business, Learning Objectives, and Why

This Chapter Matters.

I. The Environment of Business.

1. Exploring the World of Business and Economics.
2. Being Ethical and Socially Responsible.
3. Exploring Global Business.

II. Trends in Business Today.

4. Choosing a Form of Business Ownership.
5. Small Business, Entrepreneurship, and Franchise.

III. Management and Organization.

6. Understanding the Management Process.
7. Creating a Flexible Organization.
8. Producing Quality Goods and Services.
9. Attracting and Retaining the Best Employees.
10. Motivating and Satisfying Employees and Teams.
11. Building Customer Relationships Through Effective Marketing.
12. Creating and Pricing Products that Satisfy Customers.
13. Distributing and Promoting Products.

VI. Management Information Systems, e-Business, Accounting, and Finance.

14. Understanding Information and e-Business.
15. Using Accounting Information.
16. Mastering Financial Management.

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BUSN, 3E

IE

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

Discover the vibrant energy and challenging excitement found in business today within the engaging, and accessible pages of Kelly/McGowen's BUSN 3E. Designed specifically for today's learners, BUSN promises to keep the reader turning page after page with a streamlined, riveting design that presents all of the core Introduction to Business topics in only 17 succinct chapters, including a unique chapter on Business Communications. Much more than just another textbook, BUSN 3E directly connects today's reader with what's happening in business today and how it will affect them, whether they are a business major or have other plans. This third edition provides a more reader-focused, less linear, proven learning model, still all at a reader-friendly price. Written by long-time business instructors and developed with first-hand input from today's students, the eye-catching presentation focuses on the business principles most important to the learner's success with less reading, more visuals and manageable chunks of information that ensure the reader understands the concepts on each page. Memorable examples from today relate the business topics to every day life and career success. Numerous resources tightly integrated with the text, including an interactive website and the latest news feeds, help sharpen business, study, and communication skills while keeping readers motivated and excited about business today.

NEW TO THIS EDITION:

- COVERAGE OF THE FINANCIAL CRISIS --A new Instructor Prep Card in the Instructor's Edition gives tips and resources for covering the financial crisis, including PowerPoint slides and discussion questions.
- UP-TO-THE-MINUTE CONTENT RELEVANT TO TODAY'S TIMES --Open any page of BUSN 3E and you'll find the most current business statistics, timely quotes, contemporary fun facts, and new recent examples that make content relevant to today's students and the challenges they'll face in business today.
- NEW Chapter within the MARKETING Part 4, Chapter 12 Promotion and

Product Strategy. The Promotion Chapter 14 from BUSN 2e, has been combined with the Product Strategy Chapter to include both of these topics together. --This new edition's Marketing chapter (Ch. 12) offers all of the content about promotion and product strategy together.

- UP-TO-THE-MINUTE CONTENT REFLECTS TODAY'S TIMES --Open any page of BUSN 3E and you'll find the most current business statistics, timely quotes, contemporary fun facts, and new recent examples that make content relevant to today and the challenges you'll face in today's business world.
- NEW ONLINE APPENDIX: PERSONAL FINANCE--This edition's coverage of Personal Finance delves into new content about budgeting, the importance of credit history, different investment options and more, to ensure your students are equipped with the latest information to deal with these challenges in the today's business world.

FEATURES:

- TRADITIONAL CONCEPTS PROVIDE SOLID FOUNDATION IN BUSINESS --Concise, yet thorough, BUSN 3E covers all core Introduction to Business topics in 17 succinct chapters to equip your students with a solid foundation in business basics. The book's lively writing style, colorful examples, and up-to-the-minute coverage gives potential majors an excellent snapshot of the fast-paced fascinating world of business today.
- NONTRADITIONAL STREAMLINED PRESENTATION APPEALS TO TODAY'S STUDENTS --Using a vibrant visual style that's more like a magazine than textbook, BUSN resonates with today's active, fast-paced learners. The book clearly communicates concepts and ideas through clear visuals and manageable blocks of information rather than using large portions of text. BUSN's concepts-driven format gives you the flexibility to weave other materials into your course.
- STUDENT FOCUSED PRESENTATION AND INTEGRATED RESOURCES ENCOURAGES ACTIVE LEARNING --Relevant and useful, BUSN's powerhouse of tightly integrated resources is designed to help your students master text material, improve study skills, polish verbal communication skills, and sharpen writing skills. Study tools throughout the text and the supplemental resources allow student to study any time, any where as they refine skills that will serve them throughout their college career and beyond.
- INTERACTIVE WEB SITE REINFORCES SKILLS AND PROMOTES MASTERY OF BUSINESS CONCEPTS --The book's interactive text companion website (<http://www.4ltrpress.cengage.com/busn>) provides you with time-saving resources, available for download with password protection. The resourceful Web site also reinforces concepts for students with learning tools, such as online quizzes to help student 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 One: 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 Two: CREATING A BUSINESS.

6. Business Formation: Choosing the Form that Fits.
7. Small Business and Entrepreneurship: Economic Rocket Fuel.

Part Three: FINANCING A BUSINESS.

8. Accounting: Decision Making By the Numbers.
9. Finance: Acquiring and Using Funds to Maximize Value.
10. Securities Markets: Trading Financial Resources.

Part Four: 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 Five: MANAGING A BUSINESS.

14. Management Motivation and Leadership: Bringing Business to Life.
15. Human Resource Management: Building a Top-Quality Workforce.

16. Managing Information and Technology: Finding New Ways to Learn and Link.
17. Operations Management: Putting it All Together.

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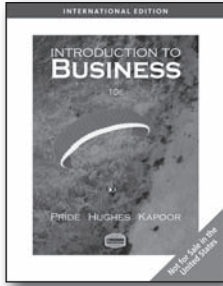


GLOBAL ECONOMIC WATCH: IMPACT ON BUSINESS

Global Economics Crisis Resource Center

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

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IE

INTRODUCTION TO BUSINESS, 10E

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

The tenth edition of this best-selling introductory text features an up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, finance, and information technology. Core topics highlighted within these areas include ethics and social responsibility, forms of business ownership, small business concerns, and international issues. New coverage in this edition more closely examines cutting-edge topics like the 2008 economic crisis, green business, and sustainability. In addition to updating and revitalizing the content, the authors have redesigned the entire textbook program to highlight its strengths as the most accessible and student friendly program on the market.

NEW TO THIS EDITION:

- New! Hot-off-the-press coverage of the fall 2008 financial crisis has been included throughout the text. The authors discuss how recent economic events have impacted almost every aspect of business in the United States and throughout the world. They also include advice on how to manage personal financial planning in the midst of economic ups and downs.
- New! All new themed inserts are concise and visually dynamic in order to capture and maintain student interest. Themes in the tenth edition include: Entrepreneurial Challenge, Jump-Starting Your Career, Ethics Matters, The Business of Green, and Going Global. In addition, each chapter now includes a special insert entitled Sustaining the Planet, as well as two Spotlight features that present factual data in an easy to understand, illustrated format. All of these features make the text even more visually appealing and relevant to real-world activities.
- New! The chapters on e-Business and Management Information Systems have been combined into a more streamlined chapter, bringing the text to 20 chapters.
- Updated! In each chapter, the first chapter-ending case is accompanied by supporting video; additional business cases further enhance teaching and learning. New in-text cases include the most up to date information about companies like Toyota, Google, Fossil, Tweeter Home Entertainment, Pizzeria Uno, and Netflix, among others.

FEATURES:

- An ongoing video case featured at the end of each Part provides students with an insider's perspective on Finagle-a-Bagel, a bagel bakery/café. 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.
- The end of part Building a Business Plan project walks students step-by-step through the preparation of a real Business Plan. This feature also coordinates with the Online Business Plan Builder available to students.
- Written and class-tested by the text's authors, the Test Bank contains over 5,000 items. Each chapter includes essay, true/false, multiple-choice, and

mini-case questions. All questions are tagged to provide information on the correct answer, learning objective correlation, level of difficulty, text page reference, and AACSB learning guidelines.

- Video modules on DVD correlate to the chapters in the textbook and help instructors bring their lectures to life. These segments provide thought-provoking insight into real-world companies, products, and issues. Each chapter module includes four segments: a chapter overview, two key concept segments, and a segment supporting the end-of-chapter video case. There are also videos to support the continuing, end-of-part "Running a Business" case.

CONTENTS:

PART I: THE ENVIRONMENT OF BUSINESS.

1. An Introduction to Business and the Economy.
2. The Business of Ethics.
3. Global Business.

PART II: TRENDS IN BUSINESS TODAY.

4. Choosing a Form of Business Ownership.
5. Small Business, Entrepreneurship, and Franchises.

PART III: MANAGEMENT AND ORGANIZATION.

6. Understanding the Management Process.
7. Creating a Flexible Organization.
8. Producing Quality Goods and Services.

PART IV: HUMAN RESOURCES.

9. Attracting and Retaining the Best Employees.
10. Motivating and Satisfying Employees and Teams.
11. Enhancing Union-Management Relations.

PART V: MARKETING.

12. Building Customer Relationships Through Effective Marketing.
13. Creating and Pricing Products that Satisfy Customers.
14. Developing Integrated Marketing Communications.
15. Wholesaling, Retailing, and Physical Distribution.

PART VI: INFORMATION FOR BUSINESS STRATEGY AND DECISION MAKING.

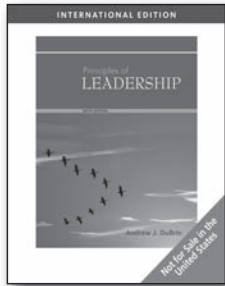
16. Understanding Information and e-Business.
17. Using Accounting Information.

PART VII: FINANCE AND INVESTMENT.

18. Understanding Money, Banking, and Credit.
19. Understanding Personal Finances and Investments.
20. Mastering Financial Management.

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LEADERSHIP



IE

LEADERSHIP, 6E

Andrew J. DuBrin, Rochester Institute of Technology

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

NEW TO THIS EDITION:

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

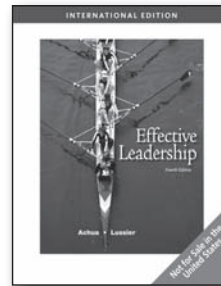
FEATURES:

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

providing associated activities to help students develop their own leadership knowledge and skills.

- Knowledge Bank Exercises present additional opportunities for students to learn about leadership through self-directed research; special notations in the margin indicate topics in the text that correlate with each Knowledge Bank activity.

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IE

LEADERSHIP, 4E

Robert Lussier, Springfield College; Christopher A. Chua, University of Virginia at Wise

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

NEW TO THIS EDITION:

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

FEATURES:

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

CONTENTS:

PART 1: INDIVIDUALS AS LEADERS

1. Who is a Leader?
2. Leadership Traits and Ethics.
3. Leadership Behavior and Motivation.
4. Influencing: Power, Politics, Networking, and Negotiation.
5. Contingency Leadership Theories.

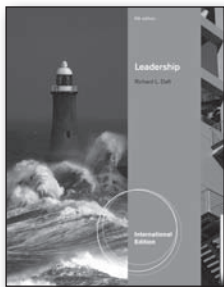
PART 2: TEAM LEADERSHIP.

6. Communication, Coaching, and Conflict Skills.
7. Leader/Follower Relations.
8. Team Leadership and Self-Managed Teams.

PART 3: ORGANIZATIONAL LEADERSHIP.

9. Charismatic and Transformational Leadership.
 10. Leadership of Culture and Diversity, and the Learning Organization.
 11. Strategic Leadership and Managing Crises and Change.
- APPENDIX. Spirituality in the Workplace.

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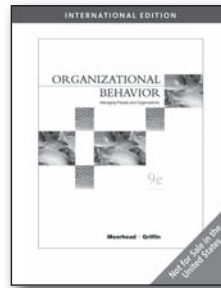
THE LEADERSHIP EXPERIENCE, 5E

Richard L. Daft, Vanderbilt University

Packed with interesting examples and real world leadership, the new edition of THE LEADERSHIP EXPERIENCE will help students develop an understanding of theory while acquiring the necessary skills and insights to become effective leaders. Written expressly for courses teaching leadership theory and application, the text integrates recent ideas and practices with established scholarly research in a way that makes the topic of leadership come alive. The theory presentation in each chapter has been thoroughly updated to represent the latest thinking about leadership theory and practice.

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ORGANIZATIONAL BEHAVIOR



IE

ORGANIZATIONAL BEHAVIOR, 9E
Managing People and Organizations

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

This text equips readers with the skills and practical understanding to meet the management challenges of a new century. Readers delve into the fundamentals of human behavior in today's organizations as the book balances classic management ideas with thorough coverage of the most recent OB developments and contemporary trends. Memorable examples from instantly recognizable organization, such as Facebook, IKEA, New Balance, and the NFL, are woven throughout the book and work with fresh new cases and proven boxed features that focus on pressing issues and reinforce the book's practical perspective. Readers find themselves well equipped and energized for the most exciting task of tomorrow: managing people effectively within competitive organizations.

NEW TO THIS EDITION:

- New "Opening Vignettes" immediately engage students with concepts in action within well-known organizations: Compelling "Opening Vignettes"--two-thirds of which are new in this edition--encourage immediate, active participation and thought as students examine popular organizations making news today, such as Netflix, Starbucks, Dell, and the NFL.
- 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--two-thirds of which are new in this edition--address technology, change, globalization, ethics, and diversity. New scenarios relate to either the chapter opening or closing case examine "India's New 'People's Car,'" "Putting the 'Super' Back into Supermarket," "Are Older Workers Less Creative?" "The IKEA 'Cult' of Low Cost," and more.
- 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 half 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 Facebook, American Flatbread, and New Balance.
- New end-of-chapter exercises provide critical practice and opportunities for application: Proven end-of-chapter exercises and applications, including "Experiencing OB," "Self-Assessment," and "Building Managerial Skills" exercises, offer students an opportunity to apply the skills they have learned. One-third of these exercises are new in this edition.

- New integrative case provides an in-depth, lively look at management situations within Google: An all-new, in-depth continuing case featuring the dynamic organization Google provides opportunity for students 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:

- 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.
- "Chapter Outlines" and "Learning Objectives" guide study and enhance active learning: "Chapter Outlines" and clear "Learning Objectives" at the beginning of each chapter as well as useful "Chapter Synopses" help ensure each student has the tools to study and review topics within this edition efficiently.
- "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 1: FOUNDATIONS OF ORGANIZATIONAL BEHAVIOR.

1. Introduction to Organizational Behavior.
2. The Dynamic Environment.

PART 2: 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.

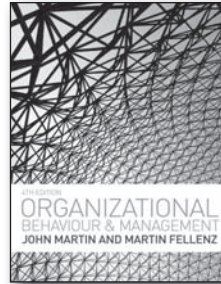
PART 3: GROUPS IN ORGANIZATIONS.

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 4: PROCESSES IN ORGANIZATIONS.

16. Structure in Organizations.
17. Design.
18. Culture.
19. Development and Change.

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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

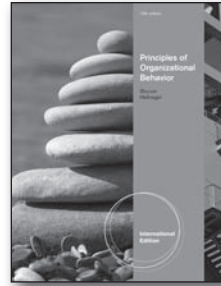
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ORGB 2011 EDITION, 2E (with Review and Subscription Cards)

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

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

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PRINCIPLES OF ORGANIZATIONAL BEHAVIOR, 13E

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

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

NEW TO THIS EDITION:

- **EXPLORE THE IMPORTANCE OF ETHICS TODAY WITH A NEW CHAPTER AND EXPANDED COVERAGE.** Now you can introduce the growing importance of ethics in business today with a new Chapter 2 that highlights ethical concepts and concerns crucial to all employees and organizational leaders. Nine new Ethical Competency features introduce students to a variety of challenging ethical situations in well-known organizations. Ethics-driven, end-of-chapter exercises and cases require students to determine and act upon ethical decisions.
- **ENGAGE STUDENTS AND ENCOURAGE DISCUSSION WITH FRESH NEW CASES AND MEMORABLE REAL EXAMPLES.** Fifteen "Learning From Experience" Chapter-Opening Cases highlight challenges facing employees and leaders in familiar organizations. Many end-of-chapter Critical Thinking Cases and Experiential Exercises offer fresh perspectives on incidents within a variety of organizations.
- **PRESENT THE MOST CURRENT THINKING AND CONTEMPORARY THEORY WITH THE LATEST EXAMPLES AND TRENDS.** All chapter content — including research citations, references, and figures — reflects the latest perspectives with accuracy you can trust. Updated materials exemplify the most recent OB thinking and contemporary theory. You can easily present current developments and their affects on employees and leaders around the globe, from the impact of Twitter and Facebook to the failure of General Motors and the rise of developing nations, such as India.
- **INVOLVE STUDENTS IN ACTIVE LEARNING WITH THE LATEST APPLIED THEORY FEATURES.** Virtually all-new "Competency Boxes" within each chapter of this edition showcase how real organizations use OB theory today. New "Insights" illustrate how significant business leaders use OB theory while actual memorable examples exemplify effective management at work.
- **MAKE CONCEPTS MEMORABLE WITH BIZFLIX POPULAR HOLLYWOOD FILM CLIPS.** Captivating, brief clips from some of Hollywood's most popular movies, such as In Good Company and Friday Night Lights, with accompanying

video cases illustrate OB concepts from the text in action. Corresponding questions provide opportunities for critical analysis and discussion. Fourteen of the seventeen BizFlix videos are new in this edition.

FEATURES:

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

CONTENTS:

Part I. Introduction and Ethical Foundations.

1. Learning about Organizational Behavior.
2. Individual and Organizational Ethics.

Part II. The Individual in Organizations.

3. Understanding Individual Differences.
4. Perceptions and Attributions.
5. Learning Concepts to Improve Performance.
6. Motivating Employees.
7. Motivation: Goal Setting and Reward Programs.
8. Workplace Stress and Aggression.

Part III. Leadership and Team Behaviors.

9. Interpersonal Communication in Organizations.
10. Leadership Effectiveness: Foundations.
11. Leadership Effectiveness: New Perspectives.
12. Developing and Leading Teams.
13. Managing Conflict and Negotiating Effectively.

Part IV. The Organization.

14. Managerial Decision Making.
15. Organization Design.
16. Cultivating Organizational Culture.
17. Managing Organizational Change.

Part V. Integrating Cases.

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PRINCIPLES OF ORGANIZATIONAL BEHAVIOR: REALITIES & CHALLENGES, 7E

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

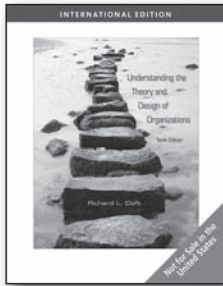
The latest edition of this leading text clearly demonstrates how organizational behavior theories and research apply to companies today with engaging cases, meaningful exercises, and examples that include six new focus companies students will instantly recognize. The authors present foundational organizational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

FEATURES:

- **SIX FASCINATING NEW FOCUS COMPANIES.** Six new leading organizations -- CarMax, Research in Motion (RIM), Nordstrom's, Facebook, Deloitte, and IKEA -- are highlighted as Focus Companies throughout this edition's "Thinking Ahead" and "Looking Back" chapter features.
- **NEW CONTEMPORARY TOPICS.** New material in this edition addresses developing topics of growing importance in today's business world, such as sustainability and "green" business practices. You'll find all aspects of this edition reflect the latest concerns and developments in today's leading organizations.
- **NEW AND UPDATED "SCIENCE" AND "THE REAL WORLD" BOXES.** Show your students the science upon which today's organizational behavior is based and how organizational behavior actually impacts today's companies.
- **NEW "ETHICAL DILEMMAS" and "DIVERSITY DIALOGUES".** Engaging "Ethical Dilemmas" with accompanying questions at the end of each chapter encourage your students to carefully consider what is right and wrong in organizations today. Diversity Dialogue vignettes provide brief explanations with thought-provoking discussion questions to spark conversation about an aspect of diversity related to the chapter's content.
- **"THINKING AHEAD" AND "LOOKING BACK" FEATURES.** Engaging "Thinking Ahead" features open and establish a context for each chapter, while corresponding "Looking Back" features frame the chapter with a closing vignette. Key Focus Companies that are interesting to students are consistently featured and depict OB principles at work within manufacturing and service, profit and not-for-profit, and large and small organizations.

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ORGANIZATIONAL THEORY



IE

UNDERSTANDING THE THEORY AND DESIGN OF ORGANIZATIONS, 10E

Richard L. Daft, Vanderbilt University

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

NEW TO THIS EDITION:

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

Apple, Matsushita Electric, Herman Miller, and Great Ormand Street Hospital for Children.

FEATURES:

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

CONTENTS:

PART 1 INTRODUCTION TO ORGANIZATION THEORY AND DESIGN.

1. Organizations.

PART 2 ORGANIZATIONAL STRATEGY AND STRUCTURE.

2. The Arrangement of Reporting Relationships.
3. Strategy and Effectiveness.

PART 3 EXTERNAL FACTORS AND DESIGN.

4. Relationships between Organizations.
5. Global Organization Design.6. The Impact of Environment.

PART 4 MANAGING ORGANIZATIONAL PROCESSES.

7. Organizational Conflict and Politics.
8. Organizational Decision-Making.
9. Corporate Culture and Values.
10. Organizational Innovation.

PART 5 INTERNAL FACTORS AND DESIGN.

11. Information and Control Processes.
12. Organization Size and Life Cycle.
13. Workplace Technology and Design.

Glossary.

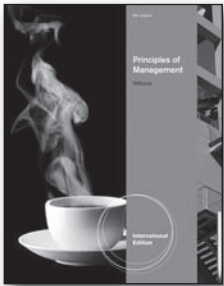
Name Index.

Corporate Name Index.

Subject Index.

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PRINCIPLES OF MANAGEMENT



IE

MANAGEMENT, 6E

Chuck Williams, Butler University

MANAGEMENT, Sixth Edition, by Chuck Williams presents management theory and applications in an engaging narrative style that students will find both enjoyable and illuminating. Williams focuses on the most important management theories and concepts, enhancing and illustrating them with detailed examples and stories that pull students into the reading. Drawing from his experience as an award-winning educator, Williams believes that students understand and retain information when it is personally relevant, and he includes innovative features that bring all the concepts together. Throughout the text, the focus is on two key themes: how managers and organizations make things happen and what really works in today's workplace.

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text examples have made this book uncommonly student-friendly. The new edition has been significantly revised to reflect the most recent issues that managers face.

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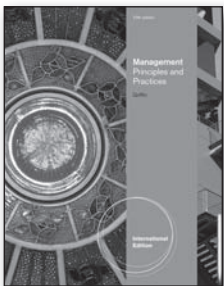
IE

MANAGEMENT: THE NEW WORKPLACE, 7E

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

Management: The New Workplace Seventh Edition provides an engaging survey of modern management practice that seamlessly integrates classic and contemporary principles. Rather than concentrating on large global enterprises, the text focuses on dynamic small to mid-sized "local" businesses and entrepreneurial issues, giving students valuable real-world insights and practical skills they can readily apply when beginning or continuing their careers. To help students deepen their understanding and hone their skills, numerous skill-building and application exercises appear in every chapter. The text also features a streamlined format and impressive ancillary package that make it affordable, flexible, well-suited to any course, and effective for students of diverse backgrounds and interests.

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IE

MANAGEMENT: PRINCIPLES AND PRACTICES, 10E

Ricky W. Griffin, Texas A&M University

Known for its cutting edge research and examples, Griffin's Management has helped hundreds of thousands of students prepare for careers in business. This highly successful program takes a functional approach to the process of management. It integrates issues such as the balance of theory and practice and uses examples based on small companies and non-profit organizations to underscore the idea that management is not simply confined to large businesses. Ricky Griffin's straightforward writing style and well-researched in-



MANAGING EFFECTIVELY, 4E

Chuck Williams, University of the Pacific

This text integrates a unique story-telling approach that captures the attention of even the most reluctant management student. Whether you prefer to listen, see, read or act, you'll find the learning style or combination of learning approaches that appeal to you within this innovative, streamlined text and media-driven package. Intriguing visuals and practical learning features delve beyond mere memorization, as you explore individual and group decision making, examine ethical practices, and even inventory personal management abilities with new Self-Assessments. Videos examine management challenges within well-known organizations or explore short scenes from major motion pictures that demonstrate management principles in action.

NEW TO THIS EDITION:

- NEW "PRACTICE BEING A MANAGER" EXPERIENTIAL EXERCISES PROVIDE ACTUAL ROLE PLAY OPPORTUNITIES --Your students explore and resolve management issues before even entering the workplace with this edition's new Experiential Exercises.
- NEW "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.
- EXPANDED "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. This edition offers more Management Decisions and Management Team Decisions than ever before to provide critical opportunities for practice.

FEATURES:

- 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's 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.
- INTEGRATED SELF-ASSESSMENTS PERSONALIZE MANAGEMENT SKILLS --Help your students gain a better understanding of their personal management potential with an entire suite of new self-assessments. Students examine how their personal attitudes, perspectives, and behaviors affect their abilities as managers.
- "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.
- "DOING THE RIGHT THING" PRESENTS ETHICAL ADVICE FOR BUSINESS

SUCCESS --Now streamlined to one box per chapter, these brief, ethical decision-making exercises emphasize the increasingly important issue of ethics in management today.

CONTENTS:

Part 1: INTRODUCTION TO MANAGEMENT.

1. Management.
2. Organizational Environments and Cultures.
3. Ethics and Social Responsibility.

Part 2: PLANNING.

4. Planning and Decision Making.
5. Organizational Strategy.
6. Innovation and Change.
7. Global Management.

Part 3: ORGANIZING.

8. Designing Adaptive Organizations.
9. Managing Teams. 10. Managing Human Resource Systems.

Part 4: CONTROLLING.

11. Control.
12. Managing Information.
13. Managing Service and Manufacturing Operations.

Part 5: LEADING.

14. Motivation.
15. Leadership.
16. Managing Communication.

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MGMT 2010 EDITION , 3E

(with Review Cards and Bind-In Printed Access Card)

Chuck Williams, Butler University

MGMT, a unique book for your principles of management course, began with YOU. We asked you, the students, through conversations, focus groups, surveys, and interviews, how you learn best. Based on your answers and input from faculty, we took your solutions--brief chapters, MP3 files, even quizzing--and built it into the most innovative approach to teaching and learning principles of management today. This student-tested, faculty-approved streamlined text and suite of multimedia learning aids is designed to accommodate the busy and diverse lifestyles of today's learners. With MGMT, you'll find everything you need to prepare efficiently and succeed in your principles of management course.

FEATURES:

- Innovative combination of content delivery both in print and online provides a brief 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 hundreds of instructors like you. Cases, exercises, and

end-of-chapter materials that research indicated students did not consistently use are now available online or in your Instructor's Manual, allowing you to introduce only what is most appropriate for your course.

- Unique, modern design presents content like a business periodical rather than a traditional management text. 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 for your course. Content is distilled to the best core management principles presented using author Chuck Williams' relatable storytelling approach.
- Chapter 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 Review Cards for students provide a portable study tool for class preparation.
- Extensive online study tools reflect the multimedia resources instructors thought students would use most, including downloadable flash cards, MP3 review podcasts, interactive online quizzing, and learning games--all available on the book's Website, www.4LTRpress.cengage.com/MGMT.

CONTENTS:

PART 1: INTRODUCTION TO MANAGEMENT.

1. Management.
2. History of Management.
3. Organizational Environments and Cultures.
4. Ethics and Social Responsibility.

PART 2: PLANNING.

5. Planning and Decision Making.
6. Organizational Strategy.
7. Innovation and Change.
8. Global Management.

PART 3: ORGANIZING.

9. Designing Adaptive Organizations.
10. Managing Teams.
11. Managing Human Resource Systems.
12. Managing Individuals and a Diverse Work Force.

PART 4: LEADING.

13. Motivation.
14. Leadership.
15. Managing Communication.

PART 5: CONTROLLING.

16. Control.
17. Managing Information.
18. Managing Service and Manufacturing Operations.

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MGMT: ASIA PACIFIC EDITION

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

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

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

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

FEATURES:

- Retaining the model of the US text, MGMT Asia-Pacific edition is comprehensively adapted to meet the needs of students studying introductory management in the Asia-Pacific region.
- Management theory and applications are presented in an engaging narrative style that you will find both enjoyable and illuminating.
- Coverage of Australian corporate sector regulation, employment laws, discrimination legislation and the Human Rights and Equal Opportunity Commission, ASEAN and APECC, trade barriers and the Tariff Schedule, as well as the cost of living across the Asia Pacific.
- Local and international examples including Australia Post's partnership with Chinese Postal Service and Sai Cheng Logistics to increase efficiency, the success of Aldi supermarkets in Australia, BHP and Rio Tinto, Australian Design rules, China's program of foreign investment, Tiger airways launch into the Australian market, Surveillance of Sydney airport baggage handlers, GPS tracking of Telstra workforce and Virgin Blue customer service recruitment.
- Current world issues explored including the PETA campaign against Australian wool industry practice mulesing, SUVs and fuel consumption, Riva eco car for India, executive salaries and the global financial crisis, and the rise of downloadable music and portable digital media players.
- Concise yet complete coverage of management principles supported by a suite of online learning aids.
- 6-month subscription to the MGMT website containing interactive quizzes, videos, podcasts, flashcards, management case studies, games and more + Search me! management providing you with 24 hr access to full-text articles from hundreds of scholarly and popular periodicals as well as e-books.

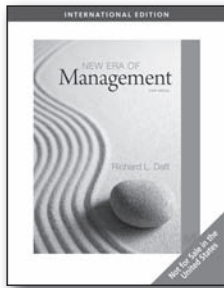
CONTENTS:

PART 1: INTRODUCTION TO MANAGEMENT

1. Management

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

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NEW ERA OF MANAGEMENT, 9E

Richard L. Daft, Vanderbilt University

Readers discover the confidence to manage and develop the ability to lead with innovative solutions in today's rapidly changing business environment with Daft's marketing-leading MANAGEMENT, Ninth Edition. Daft addresses themes and issues directly relevant to both the everyday demands and significant challenges facing businesses today. Comprehensive coverage helps develop managers able to look beyond traditional techniques and ideas to tap into a full breadth of management skills. With the best in proven management and new competencies that harness creativity, D. A. F. T. is Management.

NEW TO THIS EDITION:

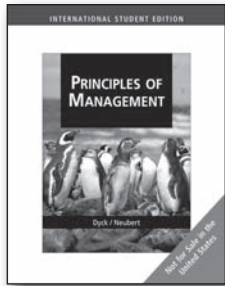
- New chapter-opening assessments encourage personal managerial development: Students immediately become engaged in chapter topics as new brief "Opening Questionnaires" pose thought-provoking questions related to the chapter's content. In addition, "New Manager Self-Tests" within each chapter let students inventory their personal skills and check their understanding of how concepts apply, first-hand, to the manager's role.
- Streamlined chapters provide greater focus on key topics: this edition is tightened with a sharpened focus on the most important topics in management today. The essential elements of Operations and Technology are now combined into one chapter. A new appendix, "Appendix on Entrepreneurship and Small Business," provides more information on managing a small businesses startup for those interested in this exciting venture.

- Fresh new videos and new printed video cases explore issues in depth: This edition's comprehensive video package offers two captivating video choices for each chapter that immediately engage students and introduce classroom discussion.
- Fresh focus on the future highlights the latest innovations in management: Emerging ideas, examples of progressive organizations, and innovative responses to today's everyday challenges and the latest business crises reflect the changing field of management and help instill in students the confidence to understand and master effective leadership. Students clearly see how managers demonstrate ingenuity and develop innovations that help them succeed in today's rapidly changing, turbulent business environment.
- Unique new photo essays reinforce learning with the vibrancy of management today: Throughout this edition, new, captivating photos accompanied by detailed essay captions in the text's "Concept Connection Photo Essays" 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.

FEATURES:

- "Management in Practice" exercises allow students to experience and apply management skills: Engaging end-of-chapter "Experiential Exercises and Ethical Dilemmas" allow students to check their understanding and personally experience common management situations as they apply concepts to practical events. Questionnaires, scenarios, and activities often provide opportunities for students to work 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 and within situations based on real management events where the identities of companies and managers have been disguised.
- "Continuing Case" helps students develop skills and synthesize concepts: At the end of each part, a "Continuing Case" highlighting General Motors helps students develop stronger managerial competencies as they examine in-depth how concepts from each part of the text apply to management situations, help overcome problems, and assist in developing long-term solutions.
- Chapter outlines and learning outcomes guide development of management competencies: Clear learning outcomes and chapter outlines at the beginning of each chapter give an overview of what is to come, guiding students through their study and providing opportunities to test their understanding and retention of important points. Each chapter focuses on the latest leadership ideas and practices based on established research findings to equip students with the tools to master effective leadership and management techniques.

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1E

PRINCIPLES OF MANAGEMENT

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

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

FEATURES:

- Chapter-opening case studies inspire students: Each chapter opens with a captivating story of an actual manager practicing mainstream, traditional management or addressing multistream management issues for today's millennium. Students experience real-life successes and failures first-hand as each of these managers, who represent a variety of industries and organizations, large and small, make a difference that will both educate and inspire.
- Road Maps provide quick reference and guide learning: Effective Road Maps begin each chapter, helping readers anticipate the direction of the chapter and provide a quick point of reference to assist in navigating the mainstream and multistream topics covered. This overarching view of the chapter also provides an effective tool for review.
- Management in Practice boxes connect actual practices to chapter concepts: Students see management as it actually happens in business today with these candid inserts that connect engaging real-world anecdotes with the management principles presented in each chapter.
- Digging Deeper boxes emphasize practical applications for students: Students better understand and remember the management principles within each chapter as Digging Deeper features demonstrate, first-hand, how the chapter's concepts can apply to their personal lives.
- What Do You Think? Features encourage critical thinking and class discussion: These thought-provoking scenarios challenge students to form their own opinions about specific management situations and provide an excellent jump-start for class discussions and individual critical thinking.

CONTENTS:

Part I: MANAGEMENT BASICS.

1. Introduction to Management
2. A Short History of Management Theory and Practice.

Part II: THE ENVIRONMENT AND CONTEXT OF MANAGEMENT.

3. The Task and Macro Environments of Management
4. The International Environment
5. Ethics.
6. Entrepreneurship.

Part III: PLANNING.

7. The Decision-Making Process.
8. Setting Goals and Making Plans.
9. Strategic Management.

Part IV: ORGANIZING.

10. Fundamentals of Organizing.
11. Organization Design.
12. Human Resource Management
13. Organizational Change.

Part V: CONTROLLING.

14. Control.

Part VI: LEADING.

15. Motivation.
16. Leadership.
17. Groups and Teams.
18. Communication.

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SMALL BUSINESS MANAGEMENT



GLOBAL ECONOMIC WATCH: IMPACT ON SMALL BUSINESS

Global Economics Crisis Resource Center

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

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IE

MANAGING SMALL BUSINESS: AN ENTREPRENEURIAL EMPHASIS, 15E

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

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

NEW TO THIS EDITION:

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

FEATURES:

- POPULAR VIDEO CASES OFFER INSIDE VIEWS INTO TODAY'S INNOVATIVE SMALL BUSINESSES IN ACTION: Selections from the popular "Small

Business School" PBS television series provide students with engaging, insider looks into creative ideas at work in a variety of interesting and innovative small businesses. Available on DVD, these lively segments bring a real-world perspective to your classroom with fascinating illustrations of entrepreneurship in action.

- WEALTH OF ONLINE RESOURCES ASSIST STUDENTS: Provide your students with a robust array of learning tools to enrich their course experience. Access to the invaluable SMALL BUSINESS MANAGEMENT ONLINE student Web site is available with every new text. Students gain immediate access to the Small Business School videos, useful business plan templates, exercises to accompany the optional Small Business and Entrepreneurship Resource Center as well as helpful interactive quizzes and e-lectures.
- FULL SECTION DEVOTED TO DEVELOPING A THOROUGH BUSINESS PLAN ENSURES SUCCESS: This book includes a full complement of chapters devoted to the essential tasks associated with developing a business plan. The authors ensure that students answer all of the tough questions in developing a business plan. Targeted questions within the chapters in Part 3 lead students through the process of building their own plans by ensuring that they focus on the pertinent, not the peripheral. An in-text sample business plan gives students a finished product to dissect and analyze.
- INTEGRATED LEARNING SYSTEM COORDINATES TEXT AND SUPPLEMENTS FOR WINNING APPROACH: Beginning with the "Looking Ahead" learning objectives that open each chapter, this book organizes information into distinct, focused, and comprehensible segments. Numbered icons in the text margins indicate where coverage related to each objective appears. All relevant content related to learning objectives is recapped in end-of-chapter "Looking Back" summaries.

CONTENTS:

PART I: ENTREPRENEURSHIP: A WORLD OF OPPORTUNITY.

1. The Entrepreneurial Life.
2. Integrity and Ethics of Entrepreneurship.

PART II: STARTING FROM SCRATCH OR JOINING AN EXISTING BUSINESS.

3. Starting the Business.
4. Franchising and Buyouts.
5. The Family Business.

PART III: DEVELOPING THE NEW VENTURE BUSINESS PLAN.

6. Creating Business Plan.
7. The Marketing Plan.
8. The Organization of the Business.
9. The Location Plan.
10. Financial Statements.
11. Projecting Financial Requirements.
12. A Firm's Sources of Financing.
13. The Harvest Plan.

PART IV: FOCUSING ON THE CUSTOMER: MARKETING GROWTH STRATEGIES.

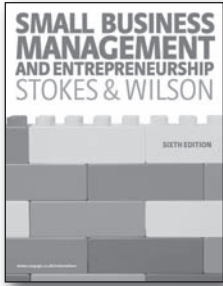
14. Customer Relationships.
15. Product and Supply Chain Management.
16. Pricing and Credit.
17. Promotional Planning.
18. Global Marketing.

PART V: MANAGING GROWTH IN THE SMALL BUSINESS.

19. Professional Management and Leadership.
20. Human Resources Management
21. Operations Management.
22. Managing the Firm's Assets.
23. Risk Management.

CASES

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SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP, 6E

David Stokes; Nick 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

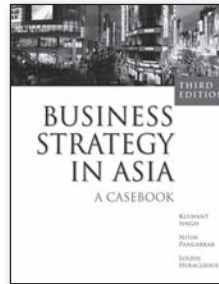
6. Business planning
7. Successful small business strategies
8. Start-ups and franchises
9. Buying an existing business
10. Forming and protecting a business

Part 3: Managing the entrepreneurial small business

11. Management of people and resources
12. Marketing
13. Money
14. Business exits and realizing value

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STRATEGIC MANAGEMENT



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.

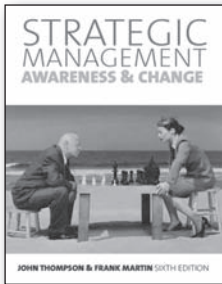
CONTENTS:

LIST OF CASES

1. Singapore Telecom: Strategic Challenges
2. Air Asia: Now Everyone Can Fly
3. Strategic choices at the Singapore Airlines Group
4. IPC
5. Singapore Airlines: Aligning Strategy and Organization
6. Corporate Strategy at The Hour Glass
7. Jollibee Foods Corporation
8. The Asian Airline Industry
9. The Liner Shipping Industry
10. The Chinese Beer Industry (A): Demise of Foreign Competitors

11. The Chinese Beer Industry (B): Renewed Optimism
12. Asia Pacific Breweries' Regionalization Strategy
13. Osim's Brookstone Acquisition: When Local Realities Clashed with Global Dreams
14. HSBC's Internationalization Strategy
15. Asian Paints
16. Thakral Group
17. C&C: From Crises to Astra
18. Tata Motors (A): Acquisition of Daewoo Commercial Vehicle Company
19. Tata Motors (B): Integration of Daewoo Commercial Vehicle Company
20. NOL and APL (A)
21. NOL and APL (B)
22. Singapore Airlines: Responding to the Crises
23. McDonald's in India: A Case of Strategic Adaptation
24. Thakral Corporation in China
25. Sony Corporation (A): The Vision of Tomorrow
26. Sony Corporation (B): Back to the Future?
27. Corporate Social Responsibility at Sony Corporation
28. Fonterra and the Milk Contamination Crisis in China

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STRATEGIC MANAGEMENT : 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

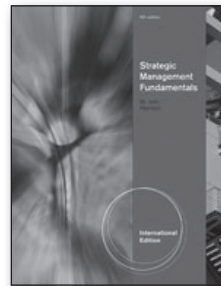
Part 4: Issues in strategic growth

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 FUNDAMENTALS, 5E

Jeffrey S. Harrison, University of Richmond; Caron H. St. John, Clemson University

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. The book thoroughly addresses the traditional economic process model and the resource-based model as well as the stakeholder theory. 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 as well as more focused coverage of contemporary ethics. Streamlined content corresponds with the way most strategic management courses are taught, while offering the flexibility for you to customize your course with additional experiential exercises or readings.

NEW TO THIS EDITION:

- Additional emphasis on innovation and entrepreneurship demonstrates how to transform potential into success: This edition more thoroughly covers both innovation in today's business world and entrepreneurship as your students learn to explore possibilities beyond the typical solutions.
- More information on today's ethics and social responsibility prepares

students for realities in business today: You can bring more timely information to your students on ethics and social responsibility with this edition's increased emphasis on these critical aspects of business from a stakeholder perspective.

- Revised restructuring chapter provides more on economic cycles: Now you can teach your students how to deal with fluctuations effectively from a management standpoint using the additional detail on economic cycles in this edition's revised restructuring chapter (Chapter 8).
- New emphasis on social networks highlights how to maximize these potential resources: The authors now emphasize how to best use the power of today's social networks as a source of competitive advantage.
- Revised business-level strategies emphasize how to break new ground in business today: This edition's significantly revised chapter on business-level strategies (Chapter 5) encompasses Blue Ocean strategies that demonstrate how to make the competition irrelevant by competing in new market space rather than existing industries.

FEATURES:

- Concise, streamlined approach offers flexibility for additional coverage: This book's streamlined coverage leaves ample time for you to customize and tailor your course to the needs of your students with experiential exercises and relevant readings and cases of your choice.
- Multiple perspectives on strategic management equip students with broad opportunities for success: This book covers resource-based, economic, and stakeholder models, drawing from these multiple perspectives on the strategic management process to prepare your students for management success more thoroughly.
- Succinct, yet thorough, text offers ongoing economical value: This well-rounded text provides the insights your students need into today's strategic management principles and practices while remaining concise to keep the book both accessible and economical for today's learners.
- Engaging examples from leading firms illustrate major points: Students further develop their decision-making and analysis techniques as they review intriguing examples drawn from familiar organizations that demonstrate the text's principles in practice.
- Chapter openers and closers further emphasize the value of strategy: Each chapter opens with a captivating "Strategy in Focus" that highlights the chapter's principles in practice. Chapters conclude with useful "Key Points Summary" that provide an ideal tool for review and test preparation.

CONTENTS:

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

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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.

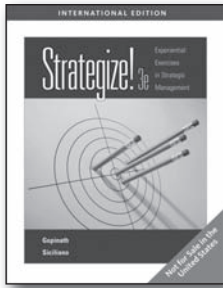
FEATURES:

- 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

CONTENTS:

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

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STRATEGIZE!: EXPERIENTIAL EXERCISES IN STRATEGIC MANAGEMENT

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

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

FEATURES:

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

CONTENTS:

PART I: UNDERSTANDING STRATEGIC MANAGEMENT.

Strategy Session 1: Decision Making at the Strategic and Operational Level.
 Strategy Session 2: Understanding the Concept of Strategy.
 Strategy Session 3: Communicating Purpose Through Mission Statements.
 Strategy Session 4: The Board's Role in Corporate Governance.
 Strategy Session 5: Viewing Strategy from the Stakeholder Perspective.

PART II: DESIGNING STRATEGY.

Strategy Session 6: Forces Affecting Competitive Strategy.
 Strategy Session 7: Generating a Plan of Action: SWOT Analysis.
 Strategy Session 8: Developing Generic Strategy.
 Strategy Session 9: Building Competitive Advantage.
 Strategy Session 10: Viewing Corporate Strategy from the Core Competencies.
 Strategy Session 11: Global Strategic Alliances.
 Strategy Session 12: Identifying Transnational Strategies.
 Strategy Session 13: Understanding Turnaround Management.
 Strategy Session 14: Scenarios for Planning: Innovative Approaches for the Future.

PART III: IMPLEMENTING STRATEGY.

Strategy Session 15: Succeeding in Strategy Formulation and Implementation.
 Strategy Session 16 Structuring to Support Strategy.
 Strategy Session 17: Strategy Implementation Using the 7-S Model.
 Strategy Session 18: Corporate Sustainability.
 Strategy Session 19: Monitoring Strategy Implementation Through the Balanced Scorecard.

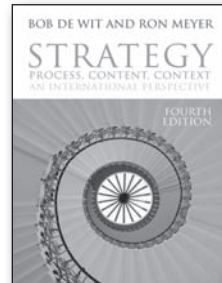
PART IV: INDUSTRY_ANALYSIS. Lodging Industry Profile.

PART V: SEMESTER PROJECTS.

Team Projects A & B Project B: Project A: Comparing Two Organizations in the Same Industry Identifying Strategic Issues at Local Business Organizations.
 MICA Method of Case Analysis and Discussion.
 References and Sources.

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STRATEGY : PROCESS, CONTENT, CONTEXT, 4E

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

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

FEATURES:

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

CONTENTS:

Part One: Strategy:

1. Introduction.

Part Two: Strategy Process

2. Strategic Thinking.
3. Strategy Formation.
4. Strategic Change.

Part Three: Strategy Content

5. Business Level Strategy.
6. Corporate Level Strategy.

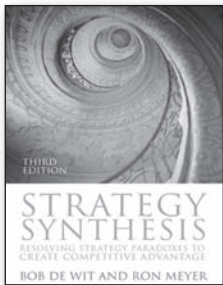
- 7. Network Level Strategy.
- Part Four: Strategy Context**
- 8. The Industry Context.
- 9. The Organizational Context.
- 10. The International Context.
- Part Five: Purpose**
- 11. The Organizational Purpose

Part Six: Cases

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- 10. The International Context.
- Part Five: Purpose**
- 11. The Organizational Purpose

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STRATEGY SYNTHESIS : RESOLVING STRATEGY PARADOXES TO CREATE COMPETITIVE ADVANTAGE, 3E

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

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

CONTENTS:

Part One: Strategy:

- 1. Introduction.

Part Two: Strategy Process

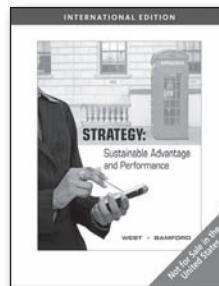
- 2. Strategic Thinking.
- 3. Strategy Formation.
- 4. Strategic Change.

Part Three: Strategy Context

- 5. Business Level Strategy.
- 6. Corporate Level Strategy.
- 7. Network Level Strategy.

Part Four: Strategy Context

- 8. The Industry Context.
- 9. The Organizational Context.



IE

STRATEGY: SUSTAINABLE ADVANTAGE AND PERFORMANCE

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

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

FEATURES:

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

CONTENTS:

Section A: INTRODUCTION:STRATEGY, PERFORMANCE & DIRECTION.

- 1. Strategy.
- 2. Performance.
- 3. Vision and Mission.

Section B: ANALYSIS.

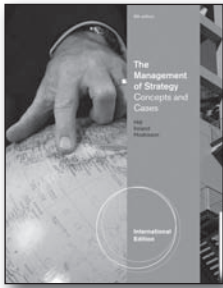
- 4. External Environment.

5. Value Chain.
 6. The Resource-Based View.
 7. Strategy at the Business Level.
- Section C: LIFE CYCLE DYNAMICS & CORPORATE STRATEGY.**
8. Life Cycles.
 9. Competitive Landscapes.
 10. Strategy at the Corporate Level.

Section D: IMPLEMENTATION.

11. Structure.
12. Control & Performance.

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THE MANAGEMENT OF STRATEGY : CONCEPTS AND CASES, 9E

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

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

NEW TO THIS EDITION:

- **NEW CASES AND THE MOST RECENT RESEARCH REFLECT TODAY'S CURRENT DEVELOPMENTS** -- Up-to-date research and current findings as well as new cases focus on a variety of topics, organizational settings, and industries to ensure course material is directly relevant to students. Cases exemplify how actual national and international organizations use strategic management processes to outperform rivals. Exceptionally detailed Case Notes, including full financial analyses and tutorials for many cases, ensure dynamic instruction.
- **THIS EDITION EXAMINES THE IMPACT OF CURRENT GLOBAL EVENTS AND STRATEGIC TRENDS** -- 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 crisis, environmental sustainability, ethics and social responsibility, global strategy, cultural diversity, and similar topics prompting dynamic class discussion and a practical focus that engages students. This continues to be the only book in the market with a separate chapter devoted to strategic entrepreneurship.
- **NEW "STRATEGIC FOCUS" FEATURES SCRUTINIZE REAL STRATEGY LEADERS IN ACTION** -- Fresh, new "Strategic Focus" segments in this edition

instantly emphasize the relevance of key concepts as students examine interesting, international strategy leaders from today's business world and the actual decisions they've implemented. Students explore how these decisions have impacted business strategy.

- **"STRATEGY RIGHT NOW" HIGHLIGHTS STRATEGIC MANAGEMENT IN USE TODAY** -- "Strategy Right Now" features in each chapter highlight how companies are effectively using a strategic management tool, technique or concept examined in the chapter.

FEATURES:

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

CONTENTS:

Part I: STRATEGIC MANAGEMENT INPUTS.

1. Strategic Management and Strategic Competitiveness.
2. The External Environment: Opportunities, Threats, Industry Competition, and Competitor Analysis.
3. The Internal Organization: Resources, Capabilities, Core Competencies, and Competitive Advantages.

Part II: STRATEGIC ACTIONS: STRATEGY FORMULATION.

4. Business-Level Strategy.
5. Competitive Rivalry and Competitive Dynamics.
6. Corporate-Level Strategy.
7. Acquisition and Restructuring Strategies.
8. International Strategy.
9. Cooperative Strategy.

Part III: STRATEGIC ACTIONS IMPLEMENTATION.

10. Corporate Governance.
11. Organizational Structure and Controls.
12. Strategic Leadership.
13. Strategic Entrepreneurship.

Part IV: CASES.

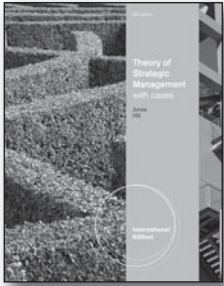
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THE MANAGEMENT OF STRATEGY: CASES, INTERNATIONAL EDITION, 9E
R. Duane Ireland, Texas A&M University; Robert E. Hoskisson, Rice University; Michael A. Hitt, Texas A&M University

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THE MANAGEMENT OF STRATEGY: CONCEPTS INTERNATIONAL EDITION, 9E
R. Duane Ireland, Texas A&M University; Robert E. Hoskisson, Rice University; Michael A. Hitt, Texas A&M University

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THEORY OF STRATEGIC MANAGEMENT WITH CASES, 9E

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 cases. Based on real-world practices and current thinking in the field, the Ninth Edition of Theory of Strategic Management with Cases, International Edition features an increased emphasis on the changing global economy and its role in strategic management. The high-quality case study program contains 22 cases covering small, medium, and large companies of varying backgrounds.

FEATURES:

- Ethical Dilemma margin call-outs in each chapter ask students to consider ethical ramifications of management decisions and to consider alternate decisions based on chapter concepts.
- Running Cases featuring Wal-Mart. Various business aspects of Wal-Mart's operations are featured in every chapter.
- New examples focusing on the global economic status integrated throughout all chapters and a research focus for cases.
- Cases have been revised and updated with 2008 data with new cases added. New companies featured include Wynn Resorts and Tata Motors.

CONTENTS:

PART ONE: STRATEGIC OVERVIEW.

- 1: Leadership, Strategy, and Competitive Advantage.
- 2: Opportunities and Threats-Analyzing the External Environment.

PART TWO: COMPETITIVE ADVANTAGE.

- 3: Competencies and Profitability Analyzing Internal Resources.
- 4: Strategy at the Functional Level.

PART THREE: FORMULATING STRATEGIES.

- 5: Strategy at the Business-Level.
- 6: Industry Environment and Business-Level Strategy.
- 7: Technology.
- 8: Global Strategy.
- 9: Strategy at the Corporate Level.
- 10: Corporate Diversification Strategy.

PART FOUR: IMPLEMENTING STRATEGY.

- 11: Performance and Governance.
- 12: Corporate Single Industry Strategy.
- 13: Corporate Strategy across Countries and Industries.

PART FIVE: CASES IN STRATEGIC MANAGEMENT

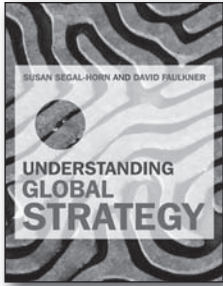
- Case 1: Wynn Resorts, Ltd.
Case 2: Apple in 2008
Case 3: IKEA

- Case 4: Google in 2008
Case 5: Intel in 2008
Case 6: The Global Auto Industry
Case 7: Toyota in 2009
Case 8: GM in 2009
Case 9: Tata Motors Acquisition of Land Rover
Case 10: The Home Video Game Industry
Case 11: Nucor in 2009
Case 12: Satellite Radio (A): XM versus Sirius
Case 13: Satellite Radio (B): XM and Sirius
Case 14: The Rise of IBM
Case 15: The Fall of IBM
Case 16: IBM in 2009
Case 17: Tivo 2008
Case 18: Hanson (A)
Case 19: Hanson (B)
Case 20: Charles Schwab in 2008 C258
Case 21: The Walt Disney Company 1995-2009
Case 22: Michael Eisner's Walt Disney Company

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THEORY OF STRATEGIC MANAGEMENT, INTERNATIONAL EDITION, 9E
Charles W. L. Hill, University of Washington; Gareth R. Jones, Texas A&M University
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CASE STUDIES IN STRATEGIC MANAGEMENT, INTERNATIONAL EDITION, 9E
Gareth R. Jones, Texas A&M University; Charles W. L. Hill, University of Washington
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UNDERSTANDING GLOBAL STRATEGY

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

Understanding Global Strategy is the eagerly anticipated new textbook from Susan Segal-Horn and David Faulkner for international strategy courses at all levels. Exploring strategic decision-making on a global scale from multinational corporations through to small enterprises, Segal-Horn and Faulkner cover globalization, networking, culture barriers and benefits, ethics and emerging economies to provide the complete introduction for today's global strategy courses. 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

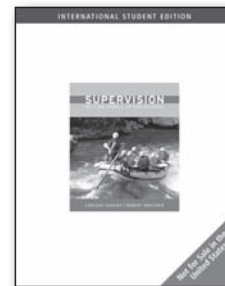
PART 1 THE EXTERNAL WORLD

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
- #### PART 3 THE MODERN WORLD
12. Cross-border culture: barriers and benefits
 13. Learning within MNCs
 14. Global strategy in services
 15. The ethical MNC
 16. Reflections: final thoughts
- #### PART 4 CASE STUDIES

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SUPERVISION



IE

SUPERVISION

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

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

FEATURES:

- SUPERVISOR'S TOOLKIT PROVIDES EASY ACCESS TO VALUABLE, PRACTICAL RESOURCES --A unique Supervisor's Toolkit is integrated throughout the book to provide resources that are critical for achieving and inspiring success now and in the future. Students find important forms,

checklists, communication logs, self-assessment tools, and experiential activities as well as opportunities to practice techniques.

- **KNOWLEDGE TO ACTION** activities are a unique learning tool containing scenarios and questions designed to allow students to reflect and apply their new knowledge. Through these engaging individual or group activities, students discover why the information is relevant and how it can be used in the workplace. These are outstanding focal points for class discussion.
- **BALANCED CHAPTER CONTENT FOCUSES ON PRACTICAL SKILLS AND REAL EXAMPLES** --Important background information within each chapter offers clear explanations, interviews filled with useful insights, numerous real examples from actual organizations, useful case studies, and tools from the Supervisor's Toolkit. All chapter content supports the book's underlying theme of setting employees up for success as students learn to face challenges to achieve their full potential and create opportunities for employees for attain success.
- **"THEY SAID IT BEST"** DIRECTS READERS TO INSIGHTFUL QUOTES FROM RECOGNIZED LEADERS --Brief "They Said it Best" feature boxes throughout each chapter highlight key comments from well-known business leaders related to chapter content.
- **"STRAIGHT TALK FROM THE FIELD"** OPENING VIGNETTES IMMEDIATELY ENGAGE READERS --Each chapter begins with an intriguing vignette written by a supervisor from with diverse industry experience. These "guest speakers" provide real-world examples that resonate with students and bring the material to life through their candid personal experiences.

CONTENTS:

PART I: INTRODUCTION TO BUSINESS & SUPERVISION BASICS.

1. Business Basics and The Supervisor's Role.

PART II: GETTING STARTED.

2. Leading Diverse and Virtual Teams.
3. Planning, Goal Setting, and Achieving Results.
4. Recruitment, Selection, and Retention.
5. Setting Your New Hire up for Success: Orientation.
6. Appraising and Rewarding Performance.

PART III: THE KEYS TO SUCCESS: TRAINING, COACHING, CREATIVITY AND COMMUNICATION.

7. Training: Begin with the End in Mind.
8. Motivation and Coaching - It's Okay to Have Some Fun!
9. Creating a Positive, Creative, and Productive Work Environment.
10. Communication: Around the World in 60 Seconds.
11. Behavior in the Workplace: the Bad and the Ugly.

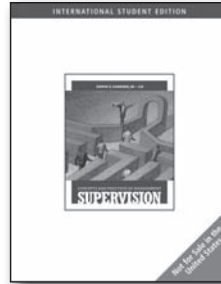
PART IV: MANAGING RESOURCES LEGALLY AND ETHICALLY.

12. Staffing: Budgets, Schedules and Outsourcing.
13. Legal and Ethical Issues.
14. Information Systems, the Internet, and Technology.

PART V: PEOPLE ARE AT THE HEART OF EVERY SUCCESSFUL ORGANIZATION - GET TO KNOW YOURSELF AND YOUR PEOPLE.

15. It's All About People.

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SUPERVISION: CONCEPTS AND PRACTICES OF MANAGEMENT, 11E

Edwin Leonard, Indiana University; Raymond Hilgert, Washington University

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

NEW TO THIS EDITION:

- **NEW VIDEO CASES DEMONSTRATE SUPERVISORY CONCEPTS AT WORK IN REAL COMPANIES** --Now you can draw students into the dynamics of supervisory concepts in action with this edition's new set of high-energy Video Cases. These Video Cases, which depict supervisory situations in actual organizations, large and small--such as McDonald's, Honda, and Hard Rock International--offer corresponding practical follow-up questions that help students better understand the book's major concepts.
- **REVISED TEXT CASES CHALLENGE STUDENTS' THINKING AND ENCOURAGE PRACTICAL APPLICATION** --Help your students hone their supervisory skills with this edition's completely revised set of text cases, based on the actual experiences of supervisors today. These useful cases address a wide range of supervisory issues as they challenge students' critical thinking skills and ask them to apply their knowledge to real-world situations.
- **ROLE PLAYING OPPORTUNITIES ENCOURAGE PARTICIPATION AND ACTIVE LEARNING** --In response to requests from instructors like you, more extensive role playing exercises related to both chapters and cases further reinforce learning and provide excellent opportunities for in-class participation. Suggestions in the Instructor's Manual help you maximize this learning feature.

FEATURES:

- **"YOU MAKE THE CALL" CHAPTER-OPENING CASES PLACE STUDENTS IN**

COMPELLING SUPERVISORY CHALLENGES --Popular “You Make the Call” chapter-opening vignettes, taken from real business challenges, immediately draw students into current issues facing today’s supervisors. These case-like scenarios encourage students to delve into the chapter as they pose problem situations and ask the reader to decide what to do.

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

CONTENTS:

PART I: SUPERVISORY MANAGEMENT OVERVIEW.

1. Supervising in Uncertain Times.
2. The Managerial Functions.

Part I Cases.

PART II: SUPERVISORY ESSENTIALS.

3. Communication: The Vital Link in Supervisory Management.
4. Motivational Principles as Applied to Supervision.
5. Solving Problems: Decision Making and the Supervisor.
6. Positive Discipline.

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PART III: PLANNING AND ORGANIZING.

7. Supervisory Planning.
8. Supervisory Organizing at the Departmental Level.

Part III Cases.

PART IV: STAFFING.

9. The Supervisor and Employee Recruitment, Selection, Orientation, and Training.
10. Performance Management: Appraising, Coaching, Promoting and Compensating.

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Part V: LEADING.

11. Supervisory Leadership and the Management of Change.
12. Managing Work Groups: Teamwork, Morale, and Counseling.
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SUPERVISORY MANAGEMENT, 8E

Donald C. Mosley, University of South Alabama; Paul H. Pietri, University of South Alabama; Don C. Mosley, Jr., University of South Alabama

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

NEW TO THIS EDITION:

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

FEATURES:

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

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

CONTENTS:

1. Supervisory Management Roles and Challenges.

Part Two: PLANNING.

2. Fundamentals of Planning.
3. Decision Making, Problem Solving, and Ethics.
4. Fundamentals of Organizing.
5. Delegating Authority: Empowering Others.

Part Three: LEADING.

6. Communication.
7. Motivation.
8. Leadership.
9. Group Development, Team Building and Conflict Management.

Part Four: SKILL DEVELOPMENT

10. Conducting Meetings and Facilitation Skills.
11. Coaching for Higher Performance.
12. Managing Change, Time and Stress.

Part Five: CONTROLLING.

13. The Art of Controlling.
14. Controlling Productivity, quality and Safety.

Part Six: MANAGING HUMAN RESOURCES AND DIVERSITY.

16. Selecting, Appraising and Disciplining Employees.
17. The Supervisor: Labor Relations and Legal Issues.

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Accounting
Business Law
Economics, Finance and Real Estate
Management and Decision Sciences
Marketing

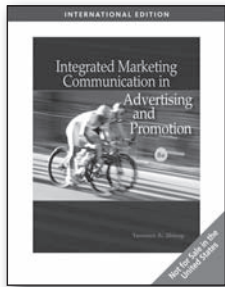
CENGAGE LEARNING ASIA

Sectional Catalog

2010 - 2011

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Marketing
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ADVERTISING & PROMOTION



IE

INTEGRATED MARKETING COMMUNICATIONS IN ADVERTISING AND PROMOTION, 8E

Terence Shimp, University of South Carolina

The eighth edition of Shimp's market-leading text fully integrates all aspects of marketing communication. While continuing to focus on the time honored IMC methods, the text reflects new academic literature and practitioner developments in the field. Some reorganization along with comprehensive treatment on the fundamentals of advertising and promotion are the focus of the revision. Changes include earlier coverage of new brands, the latest in various forms of Internet advertising, a new chapter on PR and word-of-mouth management, and expanded coverage environmental issues regarding global warming and sustainability in a newly-organized ethics chapter.

NEW TO THIS EDITION:

- Contemporary Ads: Approximately 90% of the ads are new to this edition. These contemporary ads illustrate concepts and provide examples to the reader of effective advertising as part of a successful IMC campaign.
- Earlier coverage of new brands
- Current coverage of various forms of Internet advertising
- New chapter on PR and word-of-mouth management
- Expanded coverage of environmental issues regarding global warming and sustainability in a newly-organized ethics chapter

FEATURES:

- Marcom Insights: Each chapter opens with a factual anecdote about a real company that relates to the coverage within the chapter. Marcom Challenges serve to pique students' interest and set the stage for the chapter ahead by providing examples of advertising strategies for a range of successful products.
- IMC Focus: The new edition draws student attention to a variety of brilliant ad campaigns that have successfully turned products into household names. These features illustrate key IMC concepts within each chapter by using real-company situations that showcase how various aspects of marketing communications are put into practice.
- Global Focus: Global Focus boxes enhance the text's global marketing perspective and spotlight the international impact of and application of IMC campaigns.
- Comprehensive Ancillary Package: The extensive package includes the Instructor's Manual, completely revised written Test Bank, Computerized Test Bank, Instructor's CD-ROM, market-leading PowerPoint Presentation slides, and an updated Video package.

CONTENTS:

PART ONE: INTEGRATED MARKETING COMMUNICATIONS:

PROCESSES, BRAND EQUITY, AND THE MARCOM ENVIRONMENT.

Chapter 1: Overview of Integrated Marketing Communications and the MarCom Process.

Chapter 2: MarCom's Challenges: Enhancing Brand Equity, Influencing Behavior, and Being Accountable.

Chapter 3: Ethical, Regulatory, and Environmental Issues in Marketing Communications.

PART TWO: THE FUNDAMENTAL MARCOM DECISIONS: TARGETING, POSITIONING, OBJECTIVE SETTING, AND BUDGETING.

Chapter 4: MarCom Targeting.

Chapter 5: MarCom Positioning.

Chapter 6 MarCom Objective Setting And Budgeting.

PART THREE: MARCOM FOR NEW PRODUCTS, STORE SIGNAGE, AND POINT-OF-PURCHASE COMMUNICATIONS.

Chapter 7: Facilitation of Product Adoption, and Brand Naming and Packaging.

Chapter 8: On- and Off-Premise Signage and Point-of-Purchase Communications.

PART FOUR: ADVERTISING MANAGEMENT.

Chapter 9: Overview of Advertising Management: Messages, Media, and Measurement.

Chapter 10: Creating Effective and Creative Advertising Messages.

Chapter 11: Selecting Message Appeals and Endorsers.

Chapter 12: Assessing Ad Message Effectiveness.

Chapter 13: Planning for and Analyzing Advertising Media.

Chapter 14: Using Traditional Advertising Media.

Chapter 15: Employing the Internet for Advertising.

Chapter 16: Using Other Alternative Advertising Media.

PART FIVE: SALES PROMOTION MANAGEMENT, MARKETING-ORIENTED PUBLIC RELATIONS, AND SPONSORSHIPS.

Chapter 17: Sales Promotion and the Role of Trade Promotions.

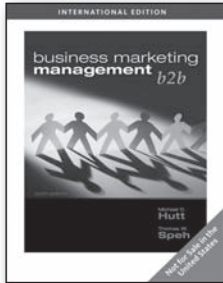
Chapter 18: Consumer-Oriented Promotions: Sampling and Couponing.

Chapter 19: Consumer-Oriented Sales Promotions: Premiums and other Promotional Methods.

Chapter 20: Marketing-Oriented Public Relations and Sponsorships.

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BUSINESS TO BUSINESS MARKETING



IE

BUSINESS MARKETING MANAGEMENT, 10E B2B

Michael D. Hutt, Arizona State University; Thomas W. Speh, Miami University - Ohio

BUSINESS MARKETING MANAGEMENT, 10th Edition is structured to provide a complete and timely treatment of business marketing while minimizing the degree of overlap with other courses in the marketing curriculum. This comprehensive market leader highlights the similarities between consumer goods and business-to-business marketing; presents a managerial rather than a descriptive treatment of business marketing; and reflects the growing body of literature and emerging trends in business marketing practice. Each chapter provides an overview, highlights key concepts, and includes several carefully chosen examples of contemporary business marketing practice as well as a cogent summary and a set of proactive discussion questions. For this edition, a number of international cases have been specifically selected for inclusion in the International Edition. These will appear only in the International Edition and not in the domestic.

NEW TO THIS EDITION:

- Relationship Marketing Strategies: new and expanded coverage of the drivers of relationship marketing effectiveness and the financial impact of relationship marketing programs.
- Strategic Alliances: a timely and richly illustrated discussion of the determinants and social ingredients of alliance success.
- Strong B2B Brands: specific steps for building and managing a profitable B2B brand.
- Marketing Performance Measurement: a timely treatment of specific metrics for measuring the impact of marketing strategy decisions on firm performance.
- A Value-Based Approach for Pricing: a timely description of a framework for identifying and measuring value by customer segment.
- A Customer-Centered Approach to Channel Design: a fresh approach for designing channels from the bottom up, rather than the top down.
- Other new topics of interest: the new edition includes expanded treatment of customer experience management, corporate entrepreneurship, strategic positioning, and the emerging trends in online advertising strategies.
- Chapters combined: Based on review feedback, the previous edition's chapters on segmenting the business market and organizational demand analysis have been combined to one comprehensive chapter—Segmenting the Business Market and Estimating Segment Demand.

FEATURES:

- Managerial Perspective: The authors present a managerial rather than a descriptive treatment of business marketing, tying text material directly to business marketing management decision-making. Students see the relevance of material to the decision-making process that managers face.
- Consumer Goods and B2B Marketing: Highlighting the similarities and emphasizing the differences between consumer goods and business-to-business marketing, this text focuses on market analysis, organizational buying behavior, relationship management, and the ensuing adjustments required in the marketing strategy elements used to reach organizational customers.
- End-of-Text Cases: A well-balanced mix of cases found at the end of the book enables instructors to tailor the course to their own students and teaching preferences. The cases, which vary in length but are longer than the end-of-chapter cases, feature prominent companies and isolate one or more business marketing problems for students to analyze.
- Chapter Objectives: Each chapter opens with a short overview, which includes key learning objectives that students should be aware of and understand after reading the chapter.
- End-of-Chapter Summary: Every chapter concludes with a summary of the key concepts and learning objectives highlighted at the beginning of each chapter, helping students to recognize the key issues discussed.

CONTENTS:

PART I: THE ENVIRONMENT OF BUSINESS MARKETING.

1. A Business Marketing Perspective.
2. The Business Market: Perspectives on the Organizational Buyer.

PART II: MANAGING RELATIONSHIPS IN BUSINESS MARKETING.

3. Organizational Buying Behavior.
4. Customer Relationship Management Strategies for Business Markets.

PART III: ASSESSING MARKET OPPORTUNITIES.

5. Segmenting the Business Market and Estimating Segment Demand.

PART IV: FORMULATING BUSINESS MARKETING STRATEGY.

6. Business Marketing Planning: Strategic Perspectives.
7. Business Marketing Strategies for Global Markets.
8. Managing Products for Business Markets.
9. Managing Innovation and New Industrial Product Development.
10. Managing Services for Business Markets.
11. Managing Business Marketing Channels.
12. E-Commerce Strategies for Business Markets.
13. Supply Chain Strategies.
14. Pricing Strategy for Business Markets.
15. Business Marketing Communications: Advertising and Sales Promotion.
16. Business Marketing Communications: Managing the Personal Selling Function.

PART V: EVALUATING BUSINESS MARKETING STRATEGY AND PERFORMANCE.

17. Marketing Performance Measurement Cases.

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CONSUMER BEHAVIOR



CB₂, 2E (with Review Cards and CB₄ME.COM Printed Access Card)

Barry J. Babin, Louisiana Tech University; Eric Harris, Pittsburg State University

Created through a “student-tested, faculty-approved” review process with input from more than 175 students and instructors, CB, Second Edition, provides a streamlined introduction to the core concepts and applications of contemporary consumer behavior. This engaging and accessible solution accommodates the diverse lifestyles of today’s learners by providing a full suite of proven learning tools, including chapter-by-chapter study cards, interactive quizzes, downloadable flash cards, multimedia resources, and more, all in a convenient package at a value-based price.

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 175 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.
- 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 an instructor’s manual, test bank, PowerPoint slides and more!

CONTENTS:

Part I: INTRODUCTION.

1. What is CB and Why Should I Care?
2. Value and the Consumer Behavior Value Framework.

Part II: INTERNAL INFLUENCES (INTERNAL INFLUENCERS).

3. Consumer Learning Starts Here: Perception.
4. Comprehension, Memory, & Cognitive Learning.
5. Motivation and Emotions--Driving Consumer Behavior.
6. Personality, Lifestyles and the Self-Concept
7. Attitudes and Attitude Change.

Part III: EXTERNAL INFLUENCES (EXTERNAL INFLUENCERS).

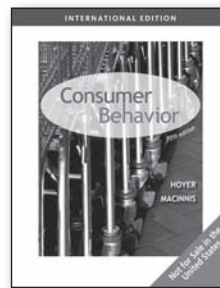
8. Consumer Culture.
9. Group Influence.

Part IV: CONSUMPTION PROCESSES.

10. Consumers in Situations.

11. Decision Making I: Need Recognition & Search.
 12. Decision Making II: Alternative Evaluation & Choice.
- Part V: CONSUMPTION AND BEYOND.**
13. Consumption to Satisfaction.
 14. Consumer Relationships.
 15. Consumer Misbehavior.
 16. Marketing Ethics, Misbehavior, and Value.

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IE

CONSUMER BEHAVIOR, 5E

Wayne D. Hoyer, University of Texas, Austin; Deborah J. MacInnis, University of Southern California

Ideal for marketing, psychology, or social sciences courses at the undergraduate or graduate level, CONSUMER BEHAVIOR combines a strong foundation in key concepts with a highly practical focus on real-world applications for today’s business environment. The new edition of this popular, pioneering text incorporates the latest cutting-edge research and current business practices, including extensive coverage of emotion in consumer decision making. In addition, the Fifth Edition includes an increased emphasis on public policy and ethical issues--both extremely timely topics in today’s corporate climate. With even more real-world examples and application exercises, including new cases at the end of each chapter, CONSUMER BEHAVIOR provides a thorough, yet engaging and enjoyable guide to this essential subject, enabling students and professionals alike to master the skills they need to succeed.

NEW TO THIS EDITION:

- The current edition features new cases to conclude every chapter, providing interesting and highly relevant examples to help students appreciate the real-world applications of the course material.
- A wide range of support materials is now available to supplement the text, simplify course preparation and management, and enhance student learning. Examples include Associated Press news content, a fully revised video case program, and new consumer behavior data analysis activities.
- An enhanced PowerPoint® program includes additional ads, built-in videos, Web links, and CRS content to make it even easier to prepare engaging and effective lectures using interactive technology and media perfect for today’s students.
- New research findings on the impact of emotion on consumer behavior are integrated within every chapter, including a special focus on how emotion affects decisions about low-involvement products and services.
- The Fifth Edition includes a more streamlined structure consisting of 18 chapters organized to provide a thorough and effective presentation of the material in a more reader-friendly, convenient format sure to appeal to today’s busy and budget-conscious students.

FEATURES:

- Discussion questions at the end of every chapter encourage students to recall and analyze what they have learned and apply the concepts to real-world situations.
- Conceptual models open each chapter by clearly depicting key topics, showing how they relate to one another, and illustrating how they relate to topics covered in other chapters.
- Marketing Implication sections illustrate how various consumer behavior concepts can be applied to the practice of marketing, including essential functions such as market segmentation, target market selection, positioning, marketing research, and decisions on promotion, price, product, and place.
- A robust, text-specific technology package includes an Instructor Web site, HM Class Prep with HM Testing, basic and premium PowerPoint® presentations with ads and video clips, an electronic test bank, an online instructor's resource manual, courses in Blackboard and WebCT, videos, and a student Web site with ACE self-tests.
- Online exercises provide extensive interaction with real advertisements, consumer data, and marketing strategies; relate chapter concepts to concrete experiences from students' lives; and explore how chapter concepts can be used in the workplace.

CONTENTS:**Part I: AN INTRODUCTION TO CONSUMER BEHAVIOR.**

1. Understanding Consumer Behavior.

Part II: THE PSYCHOLOGICAL CORE.

2. Motivation, Ability, and Opportunity.

3. Exposure, Attention, and Perception.

4. Knowledge and Understanding.

5. Attitudes and Emotion Based on High Consumer Effort.

6. Attitudes and Emotion Based on Low Consumer Effort.

7. Memory and Retrieval.

Part III: THE PROCESS OF MAKING DECISIONS.

8. Problem Recognition and Information Search.

9. Judgment and Decision Making Based on High Consumer Effort.

10. Judgment and Decision Making Based on Low Consumer Effort.

11. Post-Decision Processes.

Part IV: THE CONSUMER'S CULTURE.

12. Consumer Diversity.

13. Social Class and Household Influences.

14. Psychographics: Values, Personality, and Lifestyles.

15. Social Influences on Consumer Behavior.

Part V: CONSUMER BEHAVIOR OUTCOMES.

16. Adoption of, Resistance to, and Diffusion of Innovations.

17. Symbolic Consumer Behavior.

18. Ethics and the Dark Side of Consumer Behavior and Marketing.

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**IE****CONSUMER BEHAVIOR**

Frank Kardes, University of Cincinnati ; Maria Cronley, Miami (Ohio) University; Thomas Cline, Saint Vincent College

This wide-ranging yet focused text provides an informative introduction to consumer behavior supported by in-depth, scientifically grounded coverage of key principles and applications. CONSUMER BEHAVIOR, First Edition, devotes ample attention to “classic” consumer behavior topics, including consumer information processing, consumer decision making, persuasion, and the role of culture and society on consumer behavior. In addition, this innovative new text explores important current topics and trends relevant to modern consumer behavior, such as international and ethical perspectives, an examination of contemporary media, and a discussion of online tactics and branding strategies. This versatile text strikes an ideal balance among theoretical concepts, cutting-edge research findings, and applied real-world examples that illustrate how successful businesses apply consumer behavior to develop better products and services, market them more effectively, and achieve a sustainable competitive advantage.

FEATURES:

- CONSUMER BEHAVIOR, First Edition, focuses on why and how consumers make specific decisions and behave in certain ways, exploring what motivates them, captures their attention, and retains their loyalty (turning mere “customers” into “fans” of an organization).
- Each of the text's four parts opens with an interview with a well-respected consumer researcher to stimulate student interest and introduce key topics in an engaging, conversational way.
- The final chapter in each part includes a link to a short video case and a set of applied questions to help summarize and reinforce key material within the text.
- Every chapter includes innovative and appealing learning resources such as “Marketing in Action” features that illustrate consumer behavior concepts through stories of real companies, products, and situations; “Eye on International” segments that discuss applications of consumer behavior concepts in international contexts; and “Ethics” boxes to raise student awareness of ethical issues and stimulate classroom discussion.
- Numerous photographs, advertisements, and illustrations of products, package designs, and consumers in action help to bring chapter concepts to life and increase student interest and involvement in the material.

CONTENTS:**Part I: CONSUMER BEHAVIOR AND MARKETING STRATEGY.**

1. Understanding Consumer Behavior and Consumer Research.

2. Consumer Focused Strategy: Segmentation and Positioning.

Part II: CONSUMER INFORMATION PROCESSING.

3. Consumer Perception.

4. Attitude and Judgment Formation and Change.

5. Motivation and Emotion.6. Learning and Memory.

7. Automatic Information Processing.

8. Self-Concept and Personality.

Part III: CONSUMER DECISION MAKING.

- 9. The Consumer Decision Making Process.
- 10. Product Consideration, Evaluation, and Choice.
- 11. Behavioral Decision Theory.

Part IV: CONSUMER SOCIAL INFLUENCES AND CONTEMPORARY STRATEGIES FOR MARKETERS.

- 12. The Influence of Culture and Values.
- 13. Social Influence and Behavioral Compliance.
- 14. Contemporary Strategies in Reaching Consumers.
- 15. Online Consumer Behavior.
- 16. Branding Strategy and Consumer Behavior. (ONLINE ONLY)

Part V: MANAGERIAL DECISION MAKING.

- 17. Biases in Managerial Decision Making.
- 18. Strategies for Improving Managerial Decision Making.

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INTERNATIONAL MARKETING



IE

GLOBAL MARKETING, 3E

Kate Gillespie, University of Texas at Austin; H. David Hennessey, Babson College and Ashridge Management College

Written for an undergraduate audience, but also successfully used in post-graduate courses, this concise text covers the essential concepts of global marketing with the aid of extensive real-life examples and cases. GLOBAL MARKETING offers balanced coverage of developed and developing markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East. Written with the student in mind, the Third Edition features comprehensive coverage of current topics based on the authors' extensive research and consulting experience. An early introduction to culture and marketing prepares students to integrate cultural analysis throughout the course. A chapter dedicated to the understanding of global and local competitors sets the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global market.

FEATURES:

- A student-friendly, four-color design features up-to-date photographs, maps, and advertisements that engage students in the material.
- Each chapter includes up to three brief cases that challenge students to further apply chapter concepts. Cases new to the Third Edition include "Diaspora Marketing," "Procter & Gamble Targets Emerging Markets," "ShanghaiCosmopolitan.com," "Cars for Emerging Markets," and "Fighting Aids in Asia."
- Updated coverage of evolving issues in global marketing includes insights and frameworks from recent academic and consulting research. Coverage of

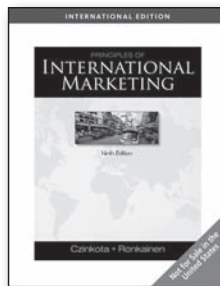
new topics includes the Japanese cultural paradox, how global markets are using the new social media, where marketers can go for government support in tough economic times, why global marketers use emic and etic research, halal certification issues, and the rise of parallel firms.

- The Companion Student Site offers interactive practice tests, flashcards and crossword puzzles to help students remember key terms, weblinks for further exploration of issues in global marketing, and a course-length Country Market Project.
- A considerably expanded test bank--now with over 1,500 questions--includes both factual and applied questions. New to this edition are mini-cases with questions that test student's ability to apply knowledge to new situations and to think across chapters.

CONTENTS:

1. Introduction to Global Marketing.
- Part I: UNDERSTANDING THE GLOBAL MARKETING ENVIRONMENT.**
2. The Global Economy.
3. Cultural and Social Forces.
4. Political and Regulatory Climate.
- Part II: ANALYZING GLOBAL OPPORTUNITIES.**
5. Global Markets.
6. Global Competitors.
7. Global Marketing Research.
- Part III: DEVELOPING GLOBAL PARTICIPATION STRATEGIES.**
8. Global Market Participation.
9. Global Market Entry Strategies.
- PART IV: DESIGNING GLOBAL MARKETING PROGRAMS.**
10. Global Product Strategies.
11. Global Strategies for Services, Brands, and Social Marketing.
12. Pricing for International and Global Markets.
13. Managing Global Distribution Channels.
14. Global Promotion Strategies.
15. Managing Global Advertising.
- Part V: MANAGING THE GLOBAL MARKETING EFFORT.**
16. Organizing for Global Marketing.

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IE

PRINCIPLES OF INTERNATIONAL MARKETING, 9E

Michael R. Czinkota, Georgetown University; Illka A. Ronkainen, Georgetown University

PRINCIPLES OF INTERNATIONAL MARKETING, 9e, International Edition is an innovative, up-to-date text ideal for anyone seeking success in this fast-paced field. You will discover topics ranging from beginning start-up operations to confronting giant global marketers. This in-depth text will prepare you to conquer the international business world!

NEW TO THIS EDITION:

- **New Chapter:** The authors have written a brand new chapter titled “International Marketing and the Future.” This chapter identifies critical issues that marketers need to understand for future success, with the intent to identify major trends or drivers that will affect a marketer’s ability to make sound business decisions, as well as suggest critical areas of focus in marketing.
- **Current Topics:** The ninth edition addresses controversies surrounding issues such as globalization, the condition of domestic and international currency, terrorism and international aid, ethics and corporate citizenship, and social networking and user generated content. This edition also gives increased attention to developing economics, providing examples throughout the text.
- **Focus on the Physical Environment and Geography:** Updated maps provide context in terms of social and economic data. An appendix addresses directly the relationship between geography and international marketing.
- **New cases:** Following each part of the text are a variety of cases, half of which are either new or updated especially for this edition, that present students with real business situations. All cases address the activities of actual or former companies and cover a broad geographic spectrum.
- **Updated Vignettes:** Almost all of the opening vignettes in the ninth edition are brand new or updated, highlighting the most innovative, as well as classic, examples to set the stage for the chapter discussion and elucidate chapter topics.

FEATURES:

- **International Marketplace:** The most recent market developments are reflected in the new and updated “International Marketplace” boxes found throughout the text.
- **Recommended Readings:** Found at the end of each chapter, the authors have provided additional recommended reading to be assigned in class, or to be utilized as an additional resource.
- **Video cases:** Video cases are located within the case section and are available on DVD for instructors. These cases further illustrate chapter topics and have been expanded from previous editions.
- **Internet Exercises:** Updated for this edition, internet exercises are included at the end of each chapter giving readers online experience at the international and global issues that arise in marketing.
- **E-Commerce and Technology:** The impact of technology and e-commerce on marketing communications, channels, logistics, and research is thoroughly integrated throughout the text.
- **Culture and Government:** The text emphasizes on culture and how it affects business decisions in marketing, while also emphasizing policy issues to accurately portray governments’ role in international marketing.
- **Figures and Tables:** The chapter content, tables, figures, and examples have been thoroughly updated in this new edition to reflect the changes happening in the world around us.

CONTENTS:**Part I: THE INTERNATIONAL MARKETING ENVIRONMENT.**

1. The Global Marketing Imperative. Appendix A: Basics of Marketing. Appendix B: Geographical Perspectives on International Marketing.
2. The Economic Environment.
3. Trade Policy and Institutions.
4. The Cultural Environment.
5. The Legal and Political Environment.

Part II: INTERNATIONAL MARKET ENTRY AND DEVELOPMENT.

6. Strategic Planning.
7. Marketing Organization, Implementation and Control.
8. Research.
9. Market Entry and Expansion.

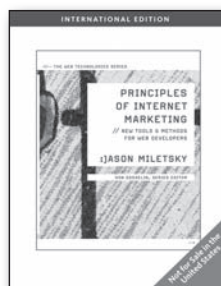
Part III: EXPORT MARKETING MIX.

10. Product Adaptation.
11. Export Pricing.
12. Marketing Communication.
13. Distribution Management.

Part IV: THE GLOBAL MARKETING MIX.

14. Global Product Management and Branding.
15. Global Services.
16. Global Logistics and Materials Management.
17. Global Pricing.
18. Global Promotional Strategies.
19. International Marketing and the Future.

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INTERNET MARKETING**IE****PRINCIPLES FOR INTERNET MARKETING:
NEW TOOLS AND METHODS FOR WEB
DEVELOPERS**

Jason Miletsky, PFS Marketwysse

Principles of Internet Marketing: New Tools and Methods for Web Developers, International Edition helps readers understand the “why” behind the “how” of Web site development. It teaches the importance of the brand and how that relates to Web site development, the reasons sites are developed, how they build an audience, and most importantly, how companies use the Web to earn revenue and build recognition among their desired market. You will learn the strategies used to drive traffic to a site, the tools that are available to keep audiences coming back (with a focus on social media tools), and the role marketing plays in the building a successful Web site.

FEATURES:

- Interviews featuring high-profile individuals (such as Ward Cunningham, and Konstantin Guericke, of LinkedIn) discussing industry-related topics.
- Screen shots demonstrating different types of Web marketing from numerous companies and organizations.
- Tables and statistics illustrating how the Web has changed and continues to change at a rapid pace.
- Key Terms with definitions at the end of each chapter.
- Review Questions and Projects to assess one’s retention of the concepts and gain some hands-on practice on the Web.

CONTENTS:

1. An Overview Of The Web.
2. Types Of Web Sites.
3. Social Media And Social Networking Sites.
4. Blogging.
5. Web-Based Video.6. Wikis, Rss, Mash-Ups And Virtual Worlds.
7. Understanding The Brand.
8. Planning And Developing The Site.
9. E-Commerce Sites.

10. Programs And Languages.
11. Driving Traffic: Marketing Strategies.
12. Capturing And Keeping And Audience.
13. Traffic Analysis And Measuring For Success.

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MARKETING MANAGEMENT



MM (With Qualtrics Info Card and Bind-In Printed Access Card)

Dawn Iacobucci, Vanderbilt University

Created through a “student-tested, faculty-approved” review process with input from students and instructors, MM (Marketing Management) provides an innovative approach to teaching and learning marketing management. This engaging and accessible solution accommodates the diverse lifestyles of today’s learners by providing a full suite of proven learning tools, including chapter-by-chapter study cards, interactive quizzes, downloadable flash cards, and more, all in a convenient package at a value-based price. The text covers essential marketing management topics through a unique, concept-driven presentation enhanced by multimedia resources that appeal to today’s students and encourage stronger preparation and participation.

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 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.
- 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 an instructor’s manual, test bank, PowerPoint slides and more!

CONTENTS:

Part I - MARKETING STRATEGY.

1. What is Marketing?

2. Marketing Segmentation.
3. Targeting.
4. Positioning.

Part II - PRODUCT POSITIONING.

5. Products: Goods and Services.
6. Brands.
7. New Products.

Part III - POSITIONING VIA PRICE, PLACE, AND PROMOTION.

8. Pricing.
9. Channels of Distribution and Business Marketing Networks and Logistics.
10. Integrated Marketing Communications: The Advertising Message.
11. Advertising Media and Integrated Marketing Communications.

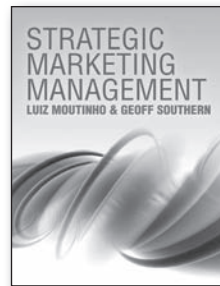
Part IV - POSITIONING: ASSESSMENT THROUGH THE CUSTOMER LENS.

12. Customer Evaluations.
13. Marketing Research Tools.

Part V - CAPSTONE.

14. Marketing Strategy.
15. Marketing Plans.

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IE

STRATEGIC MARKETING MANAGEMENT: A PROCESS BASED APPROACH

Luiz Moutinho, Glasgow University; Geoff Southern, University of Glasgow

Strategic Marketing Management: A process based approach integrates Marketing with other aspects of Management such as strategy, organisational theory, strategic financial management and management accounting, HRM, information systems, corporate image and communications, operations management and logistics. It provides students with an overview of how marketing fits into the overall management picture. Strategic Marketing Management: a process-based approach draws heavily on Business Process Re-engineering (BPR), a term which, in the past ten years, has caught the imagination of the business and commercial world.

FEATURES:

- Integrated coverage of strategic, financial, operational, and information systems management and how these different areas relate to marketing as a discipline
- Carefully selected learning features including, review questions, case vignettes and chapter summaries
- A critical look at Business Process Re-engineering (BPR) and its effect on modern commercial practices
- Up-to-date coverage of the most recent developments in marketing including a strategic study of future trends in marketing management
- A highly regarded author team drawing on multi-disciplinary specialists from Marketing and other business disciplines
- Numerous real world mini-cases illustrating key Marketing Strategy concepts

CONTENTS:**PART I: Introduction: Marketing and Business Processes**

1. Marketing and Process Based Management - Luiz Moutinho and Geoff Southern, University of Glasgow
2. Customer Focused Management - H Timmermans, E M Van Raaij, Eindhoven University of Technology, and W F Van Raaij, University of Tilburg

PART II: Future Predicting Processes (Scenario Building and Forecasting)

3. Environmental Scanning and Strategy - Luiz Moutinho, University of Glasgow, Fiona Davies, Cardiff Business School, and Graeme Hutcheson, University of Manchester
4. Demand Management (Market and Technology Forecasting) - Luiz Moutinho and Geoff Southern, University of Glasgow

PART III: Data Management Processes

5. Strategic Corporate Knowledge - Luiz Moutinho, Andrzej Huczynski, and Geoff Southern, University of Glasgow
6. Strategic Information Systems - Alexis Barlow, Peter Duncan, Kevin Grant, and David Edgar, Glasgow Caledonian University
7. Marketing Measurement and Analysis - Graeme Hutcheson, University of Manchester and Luiz Moutinho, University of Glasgow

PART IV: Keeping existing customer processes: (Order Fulfilment)

8. Market Value Chain Management - Geoff Southern and Luiz Moutinho, University of Glasgow
9. Customer Relationship Management and Marketing Insights - Len Tiu Wright, De Montfort University and Merlin Stone, University of West of England
10. Operations and Marketing Programming - Luiz Moutinho & Geoff Southern, University of Glasgow
11. Distribution Product Category Management and New Delivery Channels - Andrew Newman and Tony Conway, University of Manchester

PART V: Getting new customers processes: (Order Acquisition)

12. Market to Collection (Marketing mix management and Financial Management) - James Wilson and Luiz Moutinho, University of Glasgow
13. Reputation Management (Corporate Image and Communication) - P. J. Kitchen and Tom Watson, University of Hull
14. Innovation Management, Time to market and solutions design. - J László, Széchenyi István University, and P Judit, University of West Hungary

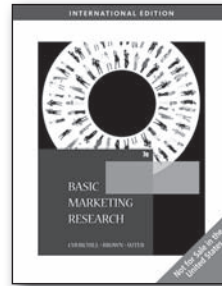
PART VI: Infrastructure processes: Organisational Development and Co-ordination.

15. Solutions Design - G Southern and L Moutinho, University of Glasgow
16. Strategic Planning Effectiveness and Performance Measurement - Geoff Southern and Luiz Moutinho, both University of Glasgow
17. Financial Appropriation and return (budgeting, allocation of resources)- James Wilson and Luiz Moutinho, University of Glasgow
18. Strategic Brand Management - Simon Knox and Stan Maklan, Cranfield University
19. Managing the Marketing and e business interface - Prof K H Huarng and Charles S Chien, Feng Chia University
20. Cross Boundary and Global (International) Management - C. Lucas, Lisbon

PART VII: Conclusion: The Future

21. Future trends in process based marketing management. - Luiz Moutinho, University of Glasgow and Paulo Rita, University of Lisbon (ISCTE)

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MARKETING RESEARCH**IE****BASIC MARKETING RESEARCH, 7E**

Gilbert A. Churchill, University of Wisconsin ; Tom J. Brown, Oklahoma State University

Marketing Research deals with the design, collection, analysis, and reporting of data relevant to a firm's current and future needs. The trend in Marketing Research, aside from using the Internet to quickly capture marketing data, is the focus on the marketing research student as a manager of marketing research and not actually a practitioner of marketing research. This course is typically found in 4-year and MBA programs, and is taught out of the marketing department.

NEW TO THIS EDITION:

- **Managerial Framework:** A fresh emphasis in this edition is an explicit focus on what marketing research means for managers. Not everyone will go on to careers in marketing research, but virtually everyone will encounter marketing research or public opinion polling results in their business careers or everyday lives. This book breaks down the research process into the basic stages followed in doing marketing research, allowing it to be broken into digestible bites that help aspiring market researchers and managers understand the larger picture.
- **Up-to-Date Coverage of Topics:** The new edition includes expanded or new information on topics such as regression, sample size issues, math index measures, sales forecasting, attitude measurement, and the use of the Internet providing readers with the most up-to-date and complete information available.
- **The Manager's Focus:** These short sections throughout each chapter provide insights into how the information in a particular section is relevant to marketing managers. The goal is to emphasize the role of marketing managers in the research process and to offer guidelines for achieving the most usable results. Some examples include how to determine if a focus group is useful (chapter 5), understanding different levels of measurement (chapter 12), and how non-sampling errors enter a study (chapter 17).
- **Managerial Emphasis:** Chapter One, "Role of Marketing Research" has been revised so that readers see that marketing research is not only about the quantitative data, but also shows how marketing research applies to decisions that they may make, whether it be business or personal.
- **Revised Chapter 12, Designing the Questionnaire or Observation Form:** Chapter 12 has improved its treatment of developing diagnostic and hypothesis formulation skills and reduced content on scale development coverage simplifying the chapter by deleting unnecessary detail for undergraduates.
- **Chapter 13, Measurement Basics:** In response to reviewer comments, Chapter 13 has reduced its coverage of validity issues to simplify the concepts for readers.
- **Combined Sampling Basics and Methods:** Chapters 15 and 16 have been combined into one chapter, Chapter 15, "Sampling Basics and Methods" to

simplify complex topics.

- **New End-of-Part Cases:** The cases at the end of each part have been revised and new ones added for the sixth edition, assisting readers in developing their own evaluation and analytical skills. They are also useful in demonstrating the universal application of marketing research techniques.
- **Data Collection Focus:** Chapters 18, 19 and 20 present a straightforward overview of practical issues in data collection and the beginning stages of data analysis. While, the previous edition focused on technical or theoretical details, often to the exclusion of practical considerations, these completely revised chapters now focus on important information such as building codebooks, entering data, what to do about missing data, and calculating response rates.

FEATURES:

- **Research Window:** The Research Windows provide a view of what is happening in the world of marketing research, describe what is happening at specific companies, and offer some specific how-to tips. They serve to engage readers' interest in the chapter topic, and to provide further depth of information.
- **Ethical Dilemma:** Integrated throughout the text, these boxes provide readers with insights on various ethical issues arising in the field of marketing research.
- **Research Project:** At the end of each part readers have the opportunity to do a research project that is discussed throughout the text. The project concerns retailers' attitudes toward advertising in various media. This continuing project provides readers with a real, hands-on perspective as to how research is actually conducted.
- **Learning Objectives:** A set of learning objectives in each chapter highlights the most important topics covered in the chapter. The learning objectives are repeated in the margins in the chapter where the topics are discussed, and are then reinforced in point by point in the chapter summary.
- **Data sets on Website:** Found on the text's website, students are provided with the data sets that they will need in order to complete selected end-of-part cases. These data sets are available for SPSS and Excel.

CONTENTS:

Part I: INTRODUCTION TO MARKETING RESEARCH AND PROBLEM DEFINITION.

1. Role of Marketing Research.
2. Gathering Marketing Intelligence: The Systems Approach.
3. Gathering Marketing Intelligence: The Project Approach.
4. Problem Formulation.

Part II: RESEARCH DESIGN.

5. Types of Research Design and Exploratory Research.
6. Descriptive and Causal Research Designs.

Part III: DATA COLLECTION METHODS.

7. Secondary Data.
8. Standardized Marketing Information Services.
9. Collecting Primary Data.
10. Collecting Information by Communication.
11. Collecting Information by Observation.

Part IV: DATA COLLECTION FORMS.

12. Asking Good Questions: Measurement Basics.
13. Measuring Attitudes and Other Variables.
14. Designing the Questionnaire or Observation Form.

Part V: SAMPLING AND DATA COLLECTION.

15. Developing the Sampling Plan.
16. Determining Sample Size.
17. Collecting the Data: Non-sampling Errors and Response Rate Calculation.

Part VI: DATA ANALYSIS.

18. Data Analysis: Preliminary Steps.
19. Data Analysis: Analyzing Individual Variables and Basics of Hypothesis Testing.
20. Data Analysis: Analyzing Multiple Variables Simultaneously.

Part VII: RESEARCH REPORTS.

21. The Research Report.

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ESSENTIALS OF MARKETING RESEARCH, 4E

William Zikmund, Oklahoma State University; Barry J. Babin, The University of Southern Mississippi

In response to market feedback, ESSENTIALS OF MARKETING RESEARCH, 4th, was developed directly from Barry J. Babin and William Zikmund's best-selling Exploring Marketing Research text. ESSENTIALS OF MARKETING RESEARCH focuses on students as managers, not practitioners, of marketing research. It addresses the design, collection, analysis, and reporting of marketing research data relevant to a firm's current and future needs, but it is designed specifically for instructors who prefer a more concise introduction to marketing research topics.

NEW TO THIS EDITION:

- **A Simplified Approach:** This approach has been taken to emphasize significant content material and issues, which will reinforce positive student learning outcomes. Moreover, this simplified approach continues into the analytical chapters, which now deemphasize statistical theory and detail and focus more on practical statistical application.
- **Integrated Technology Information:** Practically every chapter includes significant coverage of Internet related topics. Most chapters also include review questions and activities that get research students involved with the Internet in a relevant way.
- **New Chapter Vignettes:** Each chapter sets the stage with a story relevant to the topics discussed in that particular chapter. The vignettes include real world companies, as well as "slice of life" stories describing a business person's struggle to make smart
- **Increased Coverage on International Issues:** The increased international examples will increase awareness of research issues beyond North America
- **New Case Materials:** Nearly all chapters include at least one new end-of-chapter case, as well as several new end-of-book cases.

FEATURES:

- **Writing Style:** An accessible, interesting writing style continues as a hallmark of this book. With a careful balance between theory and practice and a sprinkling of interesting examples and anecdotes, the writing style helps clarify and simplify the market research process rather than making it a mystery
- **Statistical Approach:** A review of statistical theory in Chapter 13 provides students with an overview of the basic aspects of statistics. Because this text stresses managerial applications more than statistical theory, students are given some basic tools to perform common data analysis. More sophisticated data analysis approaches are left for further reference.
- **Research Snapshots:** These features, integrated throughout the text, explore marketing research processes in a variety of modern businesses situations ranging from natural disasters to international food. The boxes also illustrate research techniques and applications in a step-by-step fashion. Examples of companies highlighted include, Proctor & Gamble, Hidden Valley Ranch, and Home Depot.
- **Learning Objectives:** Each chapter begins with a concise list of learning

objectives that emphasize the core areas of competency that the student should master before proceeding to the next chapter. Instructors will find these useful in assessment of both student outcomes as well as course or program outcomes.

- Key Terms: Key terms are found within the chapter as well as in the margins to help students recognize and retain important marketing research and statistical terminology. Learning the vocabulary of marketing research is essential to understanding the topics presented.

CONTENTS:

PART I: INTRODUCTION.

1. The Role of Marketing Research.
2. Information Systems and Knowledge Management.
3. The Marketing Research Process: An Overview.
4. The Human Side of Marketing Research: Organizational and Ethical Issues.

PART II: DESIGNING RESEARCH STUDIES.

5. Exploratory Research and Qualitative Analysis.
6. Secondary Data Research in a Digital Age.
7. Survey Research.
8. Observation.
9. Experimental Research.

PART III: MEASUREMENT.

10. Measurement and Attitude Measurement.
11. Questionnaire Design.

PART IV: SAMPLING AND STATISTICAL THEORY.

12. Sampling Designs and Sampling Procedures.
13. Determination of Sample Size: A Review of Statistical Theory.

PART V: ANALYSIS AND REPORTING.

14. Basic Data Analysis.
15. Differences Between Groups and Relationships Among Variables.
16. Communicating Research Results: Research Report, Oral Presentation, and Research Follow-Up.

PART VI: COMPREHENSIVE CASES WITH COMPUTERIZED DATABASES.

Appendix: Statistical Tables.

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EXPLORING MARKETING RESEARCH, 10E

William Zikmund, Oklahoma State University; Barry Babin, The University of Southern Mississippi

EXPLORING MARKETING RESEARCH deals with the design, collection, analysis, and reporting of marketing research data relevant to a firm's current and future needs. The text focuses on students as managers, not practitioners, of marketing research. Students learn about traditional types of marketing research, such as designing questionnaires, as well as the latest technological developments that facilitate marketing research including data collection devices, data analysis tools, and practical approaches to data analysis. In addition,

this edition places more emphasis on ethical and international issues relating to marketing research.

NEW TO THIS EDITION:

- Practically every chapter includes significant coverage of Internet-related topics, and most chapters also include review questions and activities that get students involved with the Internet in a relevant way.
- Survey This! Feature - Students respond to an online questionnaire using Qualtrics software. The questionnaire involves students' opinions, activities, and interests regarding numerous everyday behaviors ranging from study habits to involvement with social networking. The resulting data are made available to instructors and students.
- Tips of the Trade - Each chapter contains a useful list of important tips that correspond to the particular stage of the research process. The Tips provide information addressing practical questions such as interview length, question wording, interviewer involvement, sample size requirements, and guides for data reliability and validity as well as useful tips for testing hypotheses using inferential statistics.
- New Chapter Vignettes-Each chapter opens with a story relevant to the material featured in that particular chapter. Some of these vignettes involve famous brands and companies, so the reader may well be familiar with some of the topics. Other vignettes involve "slice of life" stories describing a businessperson's struggle to make smart decisions
- A Simplified Approach and Style-The boxed material, chapter objectives, and end-of-chapter materials are now presented in a simplified form that allows greater focus on the truly important information.
- Increased Coverage on International Business Issues-The examples and illustrations make much greater use of international business.
- Greater Attention to Qualitative Research-More and more companies are benefitting from qualitative research. In response to this important phenomenon, Chapter 6 was rewritten previously in the ninth edition to focus more exclusively on qualitative research.

FEATURES:

- Writing Style: An accessible, interesting writing style continues as a hallmark of this book. With a careful balance between theory and practice and a sprinkling of interesting examples and anecdotes, the writing style helps clarify and simplify the market research process rather than making it a mystery
- Research Snapshots: These features, integrated throughout the text, explore marketing research processes in a variety of modern businesses situations ranging from natural disasters to international food. The boxes also illustrate research techniques and applications in a step-by-step fashion. Examples of companies highlighted include, Proctor & Gamble, Hidden Valley Ranch, and Home Depot.
- Learning Objectives: Each chapter begins with a concise list of learning objectives that emphasize the core areas of competency that the student should master before proceeding to the next chapter. Instructors will find these useful in assessment of both student outcomes as well as course or program outcomes.
- Key Terms: Key terms are found within the chapter as well as in the margins to help students recognize and retain important marketing research and statistical terminology. Learning the vocabulary of marketing research is essential to understanding the topics presented.

CONTENTS:

Part I: INTRODUCTION.

1. The Role of Marketing Research.
2. Information Systems and Knowledge Management.
3. The Marketing Research Process.
4. The Human Side of Marketing Research: Organizational and Ethical Issues.

Part II: BEGINNING STAGES OF THE RESEARCH PROCESS.

5. Problem Definition: Jump-Starting the Research Process.
6. Qualitative Research Tools.
7. Secondary Data Research in a Digital Age.

Part III: RESEARCH DESIGNS FOR COLLECTING PRIMARY DATA.

8. Survey Research: An Overview.
9. Survey Research: Basic Methods of Communication with Respondents.
10. Observation.
11. Experimental Research: An Overview.
12. Test-Markets and Experimental Design.

Part IV: MEASUREMENT CONCEPTS.

13. Measurement.
14. Attitude Measurement.
15. Questionnaire Design.

Part V: SAMPLING AND FIELDWORK.

16. Sampling Designs and Sampling Procedures.
17. Determination of Sample Size: A Review of Statistical Theory.
18. Fieldwork.

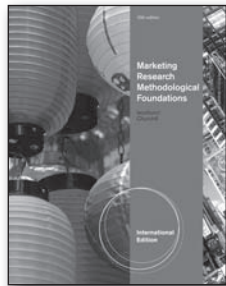
Part VI: DATA ANALYSIS AND PRESENTATION.

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. Introducing Multivariate Statistical Analysis.
25. Communicating Research Results: Research Report, Oral Presentation, and Research Follow-Up.

Part VII: COMPREHENSIVE CASES WITH COMPUTERIZED DATABASES.

Appendix: Statistical Tables. Glossary of Frequently Used Symbols.
Glossary - Endnotes.

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MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS, 10E (with Qualtrics Card)

Dawn Iacobucci, Owen Graduate School of Management - Vanderbilt University; Gilbert A. Churchill, University of Wisconsin

Expect superior, balanced coverage of both qualitative and quantitative marketing research with this market-leading text from respected marketing authorities Dr. Dawn Iacobucci and Dr. Gilbert Churchill. Recognized as the classic authority for today's marketing research, **MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS, 10e, International Edition** ensures the reader develops a strong conceptual as well as practical understanding of marketing research as it's practiced today. The book's thorough coverage of the six stages of the research process provides a solid marketing research framework while addressing topics and tools of emerging importance. New Qualtrics™ research activities and coverage of SPSS 17 offer first-hand practice with some of the most popular online survey tools used in business today. With its proven applications, clear presentation, and variety of timely cases, **MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS, 10e, International Edition** serves as an exceptional

learning tool for today's learners and as an invaluable reference tool for professionals throughout their careers.

NEW TO THIS EDITION:

- Revised problem sets incorporate SPSS 17: Refined, effective problem sets throughout this edition now integrate SPSS 17, giving your students a hands-on opportunity to apply the marketing research skills they have learned. Working with this recent version of SPSS provides crucial practical experience as students prepare for future success on the job.
- New Qualtrics™ activities provide hands-on practice with popular online survey tool: Discover a variety of new activities utilizing the leading Qualtrics™ Web-based survey tool in this edition's Instructor's Manual. Now you can easily give your students hands-on practice using this online survey tool that is used extensively today in marketing and business.
- Stronger focus on CRM better prepares students for effective marketing research today: More focused coverage of CRM as an ongoing source of consumer intelligence throughout this new edition ensures your students gain a thorough understanding of this critical topic that is so prominent in marketing research today.
- Extended coverage of online social networks reflects their role in contemporary market research: Thorough examples of today's online social networks highlight their growing influence in today's marketing research and equip students to address their marketing potential fully.
- Fresh new cases familiarize your students with the latest developments in the field: New, current cases address areas of growing importance in marketing research today, including loyalty and RFM, brand extensions and brand associations, advertising databases, new products lead-users, customer satisfaction and CRM, online marketing research samples, brand equity and pricing, as well as segmentation studies.

FEATURES:

- Proven "Questions to Guide your Learning" Learning Objectives ensure students focus: Clear, focused Learning Objectives at the beginning of each chapter increase student comprehension and ensure your students concentrate their efforts on key marketing research skills.
- Margin call-outs highlight key topics and skills: "Key Point" margin notes further direct students' attention to today's most important market research topics.
- "Research Realities" emphasize captivating examples from today's businesses: Actual real examples of research at work in marketing and business today provide students with a realistic view of what to expect when they enter the real world.
- Ethical dilemma activities help students apply their skills: Real ethical challenges facing business today provide exceptional opportunities for students to apply what they have learned regarding market research and the important role of ethics.
- Variety of proven learning features ensure student comprehension: Discussion Questions, Application Problems, End-of-Part Cases, and Chapter Appendices reinforce learning with hands-on practice and additional explanations to make certain each student fully understands the most important topics in marketing research today.

CONTENTS:

Part 1: MARKETING RESEARCH AND THE RESEARCH PROCESS.

1. Marketing Research: It's Everywhere!
2. Alternative Approaches to Marketing Intelligence.
3. The Research Process and Problem Formulation.

Part 2: DETERMINING RESEARCH DESIGN.

4. Research Design, Exploratory Research, and Qualitative Data.
5. Descriptive Research.
6. Casual Designs.

Part 3: DESIGN DATA COLLECTION METHOD AND FORMS.

7. Data Collection: Secondary Data.
8. Data Collection: Primary Data.
9. Questionnaires and Data Collection Forms.
10. Attitude Measurement.

Part 4: SAMPLE DESIGNS FOR DATA COLLECTION AND SAMPLE SIZE.

11. Sampling Procedures.
12. Determining Sample Size.
13. Field Procedures for Collecting the Data.
- Part 5: DATA ANALYSIS AND INTERPRETATION.**
14. Preprocessing the Data, and Doing Cross-Tabs.
15. Data Analysis—Basic Questions.
16. Are My Groups The Same or Different?
17. Are These Variables Related?
18. Multivariate Data Analysis.
- Part 6: THE RESEARCH REPORT.**
19. The Research Report.

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MARKETING STRATEGY



IE

MARKETING MANAGEMENT STRATEGIES, 5E

O. C. Ferrell, Colorado State University; Michael Hartline, Florida State University

MARKETING STRATEGY emphasizes teaching students to think and act like marketers. It presents strategy from a perspective that guides strategic marketing management in the social, economic, and technological arenas in which businesses function today—helping students develop a customer-oriented market strategy and market plan. Its practical approach to analyzing, planning, and implementing marketing strategies is based on the creative process involved in applying marketing concepts to the development and implementation of marketing strategy. An emphasis on critical thinking enables students to understand the essence of how marketing decisions fit together to create a coherent strategy. Well-grounded in developing and executing a marketing plan, the text offers a complete planning framework, thorough marketing plan worksheets, and a comprehensive marketing plan example for students to follow.

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Cengage Learning Asia Title

STRATEGIC MARKETING

Subhash C. Jain, University of Connecticut; George T. Haley, University of New Haven

Strategic Marketing by Jain and Haley focuses on marketing strategy from the viewpoint of the business unit. It takes an analytic approach to concentrate on areas of strategic importance, which have significant implications for the making of policy decisions in competitive situations. The book contains two parts: text and cases. The text reviews the state of the art in marketing strategy, focusing on both research and concepts. The cases are comprehensive and integrative, dealing with a broad range of marketing issues. This book is intended for use in capstone marketing courses for senior undergraduate or graduate students.

FEATURES:

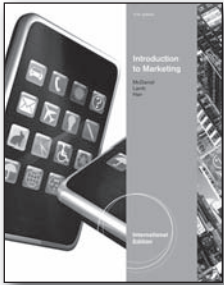
- The text follows a basic model to explain marketing strategy formulation, focusing on company, competition, customer, environment, strengths and weaknesses, strategy development, and strategy implementation.
- It provides current thoughts and concepts based on constructs that have taken place in the field.
- A collection of 23 cases which covers a diverse range of issues, geographic contexts, and industries. Companies featured include Disneyland, IKEA, Nestle, and UPS.
- An Instructor's Manual to offer suggested syllabi, answers to end-of-chapter questions, suggestions for further reading, exam questions, and comprehensive case notes.

CONTENTS:

- Chapter 1: Marketing and the Concept of Planning and Strategy
- Chapter 2: Strategic Marketing
- Chapter 3: Corporate Appraisal
- Chapter 4: Understanding Competition
- Chapter 5: Focusing on the Customer
- Chapter 6: Scanning the Environment
- Chapter 7: Measuring Strengths and Weaknesses
- Chapter 8: Developing Marketing Objectives and Goals
- Chapter 9: Strategy Selection
- Chapter 10: Portfolio Analysis
- Chapter 11: Organizational Structure
- Chapter 12: Strategic Tools
- Chapter 13: Market Strategies
- Chapter 14: Product Strategies
- Chapter 15: Pricing Strategies
- Chapter 16: Distribution Strategies
- Chapter 17: Promotion Strategies
- Chapter 18: Global Market Strategies

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PRINCIPLES OF MARKETING



IE

INTRODUCTION TO MARKETING, 11E

Carl McDaniel, University of Texas, Arlington; Charles W. Lamb, Texas Christian University; Joseph Hair, Louisiana State University

You experience marketing through billboards, television commercials, and even in the cereal aisle at the grocery store. Now INTRODUCTION TO MARKETING, 11e, International Edition—with its engaging presentation of concepts—will bring forward how much the principles of marketing play a role in your day-to-day life. With coverage of current marketing practices and exciting new features, McDaniel, Lamb and Hair's INTRODUCTION TO MARKETING, 11e, International Edition, will have you saying, "Now that's marketing."

NEW TO THIS EDITION:

- Hallmark "Anatomy of" Feature: For several chapters in the INTRODUCTION TO MARKETING, 11e, International Edition, we have created a unique graphic that illustrates a particular chapter concept. Each "Anatomy of" is set on a full page and uses photography to show how the elements of a concept connect. The eleventh edition includes anatomies of a multinational company, buying decision, packaging design, product life cycle, store layout, integrated marketing campaign, and more.
- Annotated Marketing Plan Appendix: Positioned after Chapter 2, the thorough—and real—marketing plan from E-Motion software helps students better understand the level of detail needed in plotting out a marketing strategy.
- By the Numbers Feature: Interesting statistics and figures are pulled from the text to engage students and highlight key marketing concepts.

FEATURES:

- Real-world marketing: Global perspectives, customer experience, and ethics features, videos, cases, and ethics applications are packed with examples of marketing issues facing a multitude of well-known companies. Because no company is profiled in more than one place, students see marketing in action in a wide range of contexts, giving them real-world knowledge of how companies apply marketing concepts to their organizations.
- Entrepreneurship cases: Ten new cases on such captivating companies as Harmonix's Guitar Hero, Disney, NFL International, Time Warner-Viacom, HBO's True Blood, Burger King, and others round out the spellbinding slate of end-of-chapter cases in

CONTENTS:

Part 1: THE WORLD OF MARKETING.

1. An Overview of Marketing.
2. Strategic Planning for Competitive Advantage.
3. Ethics and Social Responsibility.
4. The Marketing Environment.
5. Developing a Global Vision.

Part 2: ANALYZING MARKETING OPPORTUNITIES.

6. Consumer Decision Making.
7. Business Marketing.
8. Segmenting and Targeting Markets.
9. Decision Support Systems and Marketing Research.

Part 3: PRODUCT DECISIONS.

10. Product Concepts.
11. Developing and Managing Products.
12. Services and Nonprofit Organization Marketing.

Part 4: DISTRIBUTION DECISIONS.

13. Marketing Channels.
14. Supply Chain Management.
15. Retailing.

Part 5: PROMOTION AND COMMUNICATION STRATEGIES.

16. Promotional Planning for Competitive Advantage.
17. Advertising and Public Relations.
18. Sales Promotion and Personal Selling.

Part 6: PRICING DECISIONS.

19. Pricing Concepts.
20. Setting the Right Price.

Part 7: TECHNOLOGY-DRIVEN MARKETING.

21. Consumer Relationship Management (CRM).

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MARKETING EXPRESS, 4E

William M. Pride, Texas A&M University; O. C. Ferrell, University of New Mexico

MARKETING EXPRESS 2/e is Pride/Ferrell's condensed version of their FOUNDATIONS OF MARKETING, 4/e. MARKETING EXPRESS 2/e includes solid, traditional coverage of marketing fundamentals—product, price, distribution, and promotion—as well as coverage of today's ever-changing marketing environment. The design incorporates advertisements, photos, screen shots, and boxes throughout the text to grab student interest and help make the content real and relevant to today's students.

NEW TO THIS EDITION:

- "Marketing in Transition" boxes highlight how marketing is evolving and adapting to new technology, to competitive forces, and to a global economy.
- Each chapter now has a "Sustainable Marketing" box that relates marketing activities to sustainability and the natural environment.
- "Entrepreneurial Marketing" features throughout the text provide opportunities to discuss the role of entrepreneurship in marketing and to explore the need for creativity in developing successful marketing strategies in a changing environment.
- Strategically placed boxes on sustainability and marketing in transition stimulate the imagination of the reader while tying the chapter topic to a real-world scenario.

FEATURES:

- MARKETING EXPRESS is now updated with newly structured content that explores and reflects important changes in today's marketing environment. "Marketing in Transition" boxes highlight how marketing is evolving and adapting to new technology, to competitive forces, and to a global economy. Each chapter now has a "Sustainable Marketing" box that relates marketing activities to sustainability and the natural environment. "Entrepreneurial Marketing" features throughout provide opportunities to discuss the role of entrepreneurship in marketing and to explore the need for creativity in developing successful marketing strategies in a changing environment.
- Opening Vignettes feature companies and products familiar to students, such as the Red Sox, Facebook, Amazon, Apple, and Burger King.
- Boxed features are strategically placed to emphasize chapter concepts and capture student interest. New boxes on sustainability and marketing in transition stimulate the imagination of the reader while tying the chapter topic to a real-world scenario. Highlighted companies and brands include Guitar Hero, Twitter, LinkedIn, I Am Not a Plastic Bag, New Leaf Paper, Zero Motorcycles, and Recycline, Inc.
- Developing Your Marketing Plan, an interactive marketing plan supported by videos and sample marketing plans, enables students to create their own marketing plan through step-by-step activities, examples, and support.

CONTENTS:

1. Customer-Driven Strategic Marketing.
2. Planning Marketing Strategies.
3. The Marketing Environment, Social Responsibility, and Ethics.
4. Marketing Research and Information Systems.
5. Target Markets: Segmentation and Evaluation.
6. Consumer Buying Behavior.
7. Business Markets and Buying Behavior.
8. Global Markets and International Marketing.
9. Product, Branding, and Packaging Concepts.
10. Developing and Managing Goods and Services.
11. Pricing Fundamentals.
12. Pricing Management.
13. Marketing Channels and Supply-Chain Management.
14. Retailing, Direct Marketing, and Wholesaling.
15. Integrated Marketing Communications.
16. Advertising and Public Relations.
17. Personal Selling and Sales Promotion.

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IE

MARKETING FOUNDATIONS, 4E

William M. Pride, Texas A&M University; O. C. Ferrell, University of New Mexico

MARKETING FOUNDATIONS, 4e, International Edition offers a concise, straightforward approach to basic marketing concepts and strategies, while providing instructors with the flexibility to integrate supplemental resources or activities into their courses. Providing comprehensive coverage in a consolidated format, Pride and Ferrell highlight topics in sustainable marketing, marketing entrepreneurship, and marketing in transitional times while incorporating up-to-date research and examples throughout. In addition to a well-respected, distinguished author team, authoritative coverage, and comprehensive yet consolidated coverage, the Fourth Edition includes new advertisements, photos, and screen shots throughout the text; activities contributing to a larger semester goal to create a marketing plan; boxed features highlighting text themes; and Opening Vignettes that feature engaging companies intended to spark student interest.

FEATURES:

- MARKETING FOUNDATIONS, 4e, International Edition has been updated with content re-built to be current and reflect important changes in the marketing environment. "Marketing in Transition" boxes reflect how marketing is changing and adapting to new technology, competitive forces, and to a global economy. Each chapter now has a "Sustainable Marketing" box that relates activities to sustainability and the natural environment. "Entrepreneurial Marketing" features throughout provide an opportunity to discuss the role of entrepreneurship and marketing and the need for creativity in developing successful marketing strategies in the changing environment.
- Opening Vignettes feature companies and products familiar to students, such as the Red Sox, Facebook, Amazon, Apple, and Burger King.
- Boxed features are strategically placed to emphasize chapter concepts and grab student interest. These new boxes on sustainability and marketing in transition stimulate the imagination of the reader while tying the chapter topic to a real world scenario. Examples of highlighted companies and brands include Guitar Hero, Twitter, LinkedIn, I Am Not a Plastic Bag, New Leaf Paper, Zero Motorcycles, and Recycline, Inc.
- Developing Your Marketing Plan, an interactive marketing plan supported by videos and sample marketing plans, allows students to create their own marketing plan through step-by-step activities, examples, and support.
- Video Cases, help students understand the application of chapter concepts. Featured companies include Washburn Guitars, Travelocity, New Belgium Brewery, Vans, Harley-Davidson, SmartCar, Lonely Planet, and Netflix.

CONTENTS:**Part I: STRATEGIC MARKETING AND ITS ENVIRONMENT.**

1. Customer-Driven Strategic Marketing.
2. Planning Marketing Strategies.
3. The Marketing Environment, Social Responsibility, and Ethics.

Part II: MARKET RESEARCH AND TARGET MARKETS.

4. Marketing Research and Information Systems.
5. Target Markets: Segmentation and Evaluation.

PART III: CUSTOMER BEHAVIOR.

6. Consumer Buying Behavior.
7. Business Markets and Buying Behavior.
8. Global Markets and International Marketing.

Part IV: PRODUCT DECISIONS.

9. Product, Branding, and Packaging Concepts.
10. Developing and Managing Goods and Services.

Part V: PRICING DECISIONS.

11. Pricing Fundamentals.
12. Pricing Management.

Part VI: DISTRIBUTION DECISIONS.

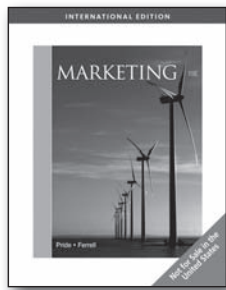
13. Marketing Channels and Supply Chain Management.
14. Retailing, Direct Marketing and Wholesaling.

Part VII: PROMOTION DECISIONS.

15. Integrated Marketing Communications.
16. Advertising and Public Relations.
17. Personal Selling and Sales Promotion.

Appendix: Careers in Marketing.

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MARKETING, 15E

William M. Pride, Texas A&M University; O.C. Ferrell, University of New Mexico

Perfect for students of all backgrounds and interest levels, Pride and Ferrell’s *MARKETING* combines a thorough overview of essential marketing principles with a visually engaging, reader-friendly presentation. This popular, proven text and a full range of supplemental learning resources (including podcasts, videos, and an interactive marketing plan) provide students with the knowledge and decision making skills they’ll need to succeed in today’s competitive business environment. It includes coverage of current marketing strategies and concepts, as well as extensive real-world examples, including material on globalization, customer relationship management, supply chain management, and the latest e-commerce models. The new edition also incorporates important topics drawn from the rapidly changing world of modern business, including social and environmental responsibility, entrepreneurship, and pop culture marketing.

NEW TO THIS EDITION:

- Opening vignettes now include accompanying podcasts of recorded interviews with the featured marketing innovators, allowing students to hear marketing executives recount their experiences in their own words to provide an interesting and effective illustration of the text material’s real-world applications.
- A new sports/entertainment boxed feature highlights relevant examples from

sports, music, and movies, drawing clear and compelling connections between marketing principles and the pop culture students know and enjoy.

- An updated supplements package consists of a wide variety of teaching and learning resources that use cutting-edge technology, appealing design, and modern multimedia to meet the diverse needs of today’s instructors and students.
- Housed in the HM Marketing Space, a Marketing Instructor’s Guide to YouTube will help instructors who are looking for the latest video content or very specific or hard-to-find clips.

FEATURES:

- Learning objectives outlined at the beginning of each chapter provide guidelines instructors can use in preparing lectures or class activities, and they can help students focus their reading and study more effectively.
- Discussion and review questions at the end of each chapter encourage further study and exploration of chapter content, while application questions enhance students’ comprehension of important topics.
- Eight strategic cases conclude the major sections of the text by requiring students to review and apply concepts covered in the previous chapters in order to answer questions related to each case.
- Two in-depth cases at the end of each chapter help students understand and apply key concepts, and one of the cases is related to a video segment suitable for use in class, with homework assignments, or for individual enrichment.

CONTENTS:

Part 1: Marketing Strategy and Customer Relationships.

1. An Overview of Strategic Marketing.
2. Planning, Implementing, and Controlling Marketing Strategies.

Part 2: Environmental Forces and Social and Ethical Responsibilities.

3. The Marketing Environment.
4. Social Responsibility and Ethics in Marketing.

Part 3: Using Information, Technology, and Target Market Analysis.

5. Marketing Research and Information Systems.
6. Target Markets: Segmentation, Evaluation, and Positioning.

Part 4: Customer Behavior.

7. Consumer Buying Behavior.
8. Business Markets and Buying Behavior.
9. Reaching Global Markets.

Part 5: Product Decisions.

10. Product Concepts.
11. Developing and Managing Products.
12. Branding and Packaging.
13. Services Marketing.

Part 6: Distribution Decisions.

14. Marketing Channels and Supply-Chain Management.
15. Retailing, Direct Marketing, and Wholesaling.

Part 7: Promotion Decisions.

16. Integrated Marketing Communications.
17. Advertising and Public Relations.
18. Personal Selling and Sales Promotion.

Part 8: Pricing Decisions.

19. Pricing Concepts.
20. Setting Prices.
- Appendix A: Careers in Marketing.
- Appendix B: Financial Analysis in Marketing.
- Appendix C: Sample Marketing Plan.

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MKTG 2010, STUDENT EDITION (WITH PRINTED ACCESS CARD), 4E

Charles W. Lamb, Texas Christian University; Joseph F. Hair, Louisiana State University; Kennesaw State University; Carl McDaniel, University of Texas, Arlington

Created through a “student-tested, faculty-approved” review process with over 200 students and faculty, MKTG 2010, Student Edition, is an engaging and accessible solution to accommodate the diverse lifestyles of today’s learners.

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 faculty and students. In the newest edition of MKTG, we added two chapters to build out concepts of which the faculty said they needed more.
- Despite adding the two chapters, MKTG maintains the shorter, comprehensive chapters you have come to expect from MKTG. The updated design is more modern and presents content in a more engaging and accessible format. Now, with two new chapters, you can feel confident MKTG fulfills your course coverage needs.
- 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.
- 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 that includes a full resource manual, test bank in Word®, and PowerPoint® slides with up-to-date examples.

CONTENTS:

Part One: THE WORLD OF MARKETING.

1. Overview of Marketing.
2. Strategic Planning for Competitive Advantage.
3. Ethics and Social Responsibility.
4. The Marketing Environment.
5. Developing a Global Vision.

Part Two: ANALYZING MARKET OPPORTUNITIES.

6. Consumer Decision Making.
7. Business Marketing.
8. Segmenting and Targeting Markets.
9. Decision Support Systems and Marketing Research.

Part Three: PRODUCT DECISIONS.

10. Product Concepts.
11. Developing and Managing Products.
12. Services and Nonprofit Organization Marketing.

Part Four: PLACE (DISTRIBUTION) DECISIONS.

13. Marketing Channels.14. Supply Chain Management.
15. Retailing.

Part Five: PROMOTION DECISIONS.

16. Integrated Marketing Communication.
17. Advertising and Public Relations.
18. Sales Promotion and Personal Selling.

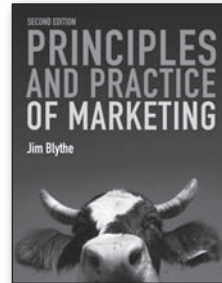
Part Six: PRICING DECISIONS.

19. Pricing Concepts.
20. Setting the Right Price.

Part Seven: TECHNOLOGY-DRIVEN MARKETING.

21. Customer Relationship Management

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PRINCIPLES AND PRACTICE OF MARKETING, 2E

Jim Blythe, University of Glamorgan

This book both explains the received wisdom about marketing and at the same time provides the counter-arguments which moderate the debate. Principles & Practice of Marketing examines what marketing will and will not do, and seeks to strike a balance between academic thinking and practical experience. It is an ideal introduction for students new to marketing and to business generally, at undergraduate and postgraduate level. The author writes in an engaging, student-friendly style and he provides a wealth of interesting and relevant real world examples to show students how practice and theory overlap. Principles & Practice of Marketing is a full-service text both for lecturers and for their students. It provides an innovative, comprehensive set of ancillary material to make learning marketing a pleasure.

FEATURES:

- Uses the 7 P approach to marketing as a baseline but shows the limits of theoretical pigeon-holing throughout by highlighting critical and alternate theories
- Focuses on marketing successes and failures, demonstrating how marketers can learn effectively from mistakes that have been made in the business world
- Emphasis on how marketing is applied in the real world, including extensive SME coverage which makes this immediately relevant for many students
- Chapter-opening case studies set the scene and are revisited at the end of the chapter – framing the chapter’s content with a glimpse of the real world
- Longer cases at the end of each chapter provide in-depth application of the topic. Examples include The Lynx Effect, Heinz Salad Cream, Yahoo!, HSBC in the UAE, Sri Lankan Tea, Argos and Capita
- E-marketing in Practice boxes which give live, up-to-date examples of the latest electronic marketing issues and practice
- Wide range of European, South African, Asian and Australasian examples and case studies
- Online toolkit for lecturers with everything needed to start using this book

seamlessly and painlessly, including course outlines, content mapping, lecture plans and tips

CONTENTS:

PART I: CONCEPTS AND CONTEXTS.

1. Managing the Exchange Process.
2. The Marketing Environment.
3. Marketing Domains.

PART II: MARKETS AND PEOPLE.

4. Consumer Behaviour.
5. Organisational Buying Behaviour.
6. Segmenting, Targeting and Positioning.
7. Marketing Information and Research.
8. Communications Theories.
9. International Marketing.

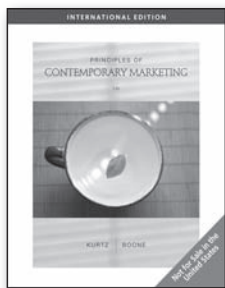
PART III: STRATEGY.

10. Creating Competitive Advantage.
11. Building Customer Relationships.

PART IV: MARKETING IN PRACTICE.

12. Product Portfolio.
13. New Product Development.
14. Pricing.
15. Advertising.
16. Public Relations and Sponsorship.
17. Selling and Key-Account Management.
18. Exhibitions and Sales Promotion.
19. Direct and Online Marketing.
20. Managing Channels.
21. Intermediaries.
22. People, Processes and Physical Evidence.

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PRINCIPLES OF CONTEMPORARY MARKETING, 14E

Louis Boone, University of South Alabama; David Kurtz, University of Arkansas

Over the years, Boone and Kurtz's CONTEMPORARY MARKETING has proven to be the premier teaching and learning solution for principles of marketing courses. With each groundbreaking new edition, this bestseller only grows stronger, building on past milestones with exciting new innovations. The all-new Fourteenth Edition continues the Boone and Kurtz tradition of delivering the most technologically advanced, student-friendly, instructor-supported text available. Current, relevant, and cutting-edge, CONTEMPORARY MARKETING remains in a class by itself.

NEW TO THIS EDITION:

- The Fourteenth Edition includes extensive coverage of an important new

topic in the marketing world--green marketing. Throughout the text, opening vignettes, boxed features, cases, and references--conveniently designated by an eye-catching green leaf icon--discuss how the trend to "go green" has affected the world of marketing.

- Greensburg, Inc. is a series of videos describing the rebuilding of Greensburg, Kansas, as a model green community following a tornado. In addition to interviews with town leaders and various other residents, the videos include case segments with critical-thinking questions designed to provoke classroom discussion and interaction.
- Brand-new end-of-chapter video cases for every chapter focus on the processes, strategies, and procedures of successful real-world companies in order to bring key concepts from the chapter to life for students.
- New photographs and advertisements throughout the text add currency, interest, and concept reinforcement, making the new edition even more effective for visual learners and today's media-savvy students.
- The Fourteenth Edition retains the popular "Evolution of a Brand" pedagogical element, giving readers an in-depth look at the success stories of brands that have effectively maintained their coveted position as market leaders over the course of time.

FEATURES:

- The "Voice of Experience" feature presents interviews with real-life marketers focusing on their triumphs, failures, and advice, giving students a solid understanding of how real-world marketers work and what they do to achieve lasting success throughout their careers.
- In addition to promoting learning throughout each chapter, Boone and Kurtz incorporate highly effective end-of-chapter self-quizzes called "Assurance of Learning Reviews," which include questions designed to quickly assess students' understanding of key concepts.
- Each chapter contains an "Etiquette Tips for Marketing Professionals" box addressing important aspects of proper business etiquette, including communications, business dinners, and even the most effective way to build strong customer relationships.
- The text is supported by a full suite of teaching and learning supplements, including a Test Bank with more than 4,000 questions categorized by chapter objective, difficulty level, question type, and AACSB and Ruben/Dierdorff requirements; an updated Instructor's Manual with detailed lecture outlines, collaborative learning exercises, answers to end-of-chapter questions, and a media guide; and PowerPoint® presentations.

CONTENTS:

Part I: DESIGNING CUSTOMER-ORIENTED MARKETING STRATEGIES.

1. Marketing: The Art and Science of Satisfying Customers.
2. Strategic Planning in Contemporary Marketing.
3. The Marketing Environment, Ethics, and Social Responsibility.
4. E-Business: Managing the Customer Experience.

Part II: UNDERSTANDING BUYERS AND MARKETS.

5. Consumer Behavior.
6. Business-to-Business (B2B) Marketing.
7. Global Marketing.

Part III: TARGET MARKET SELECTION.

8. Marketing Research and Sales Forecasting.
9. Market Segmentation, Targeting, and Positioning.
10. Relationship Marketing and Customer Relationship Management (CRM).

Part IV: PRODUCT DECISIONS.

11. Product and Service Strategies.
12. Developing and Managing Brand and Product Categories.

Part V: DISTRIBUTION DECISIONS.

13. Marketing Channels and Supply Chain Management.
14. Retailers, Wholesalers, and Direct Marketers.

Part VI: PROMOTIONAL DECISIONS.

15. Integrated Marketing Communications.
16. Advertising and Public Relations.
17. Personal Selling and Sales Promotion.

Part VII: PRICING DECISIONS.

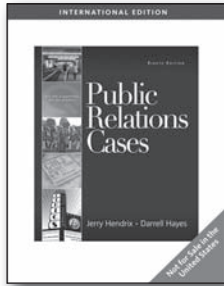
18. Pricing Concepts.
 19. Pricing Strategies.
- Appendix A: Your Career in Marketing.



Appendix B: Developing an Effective Marketing Plan.
Appendix C: Financial Analysis in Marketing.

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PUBLIC RELATIONS



IE

PUBLIC RELATIONS CASES, 8E

Jerry A. Hendrix, American University

Primarily using Public Relations Society of America award-winning cases, **PUBLIC RELATIONS CASES**, Eighth Edition, presents a clear theoretical grounding in the major areas of public relations. Using the ROPE process model (Research, Objectives, Programming, and Evaluation), the authors keep students focused on the strategic elements of exemplary communications campaigns. The case studies provide glimpses into best practices for public relations campaigns as recognized by professionals in the field. The cases all use a strategic communications model, where clearly defined objectives are based on sound research and good audience analysis, followed by creative tactics that are evaluated for their effectiveness.

NEW TO THIS EDITION:

- In order to give students the most current examples of award-winning communication campaigns, all but one of the thirty cases are new to this edition. Most of the cases were winners of the Public Relations Society of America's prestigious Silver Anvil Award contest, and therefore constitute some of the finest examples of public relations practices available.
- Chapter 1 also includes a section on new technology and the importance of ethics in public relations.
- The Instructor's Manual for the eighth edition has been expanded with additional material from many of the cases and updated scenarios for class exercises and discussions.

FEATURES:

- The text presents cases by following the ROPE Process of Public Relations as devised by author Jerry Hendrix: Research of initial topics, establishment of Objectives, Programming, and Evaluation of the campaign's success.
- Hendrix and Hayes show students how to analyze the strengths and weaknesses of successful cases, and then create ways to make them even better.
- Praised for its thorough inception-to-evaluation coverage, the text systematically presents the entire execution of each case, from initial research efforts to finished results or evaluation.
- Chapter 1, "Public Relations in Action," offers in-depth coverage of the ethics involved with practicing PR, as well as a section on new technologies.

- The "Questions for Class Discussion and Case Analysis" appendix provides items to motivate class interaction.
- Presented as a touchstone for integrity in the practice of public relations, the latest Public Relations Society of America Code of Ethics is featured in an appendix.

CONTENTS:

Part I: SOLVING PUBLIC RELATIONS PROBLEMS.

1. Public Relations in Action.
2. A Public Relations Process.

Part II: REACHING MAJOR AUDIENCES.

3. Media Relations.
4. Internal Communications.
5. Community Relations.
6. Public Affairs and Government Relations.
7. Investor and Financial Relations.
8. Consumer Relations.
9. International Public Relations.
10. Relations with Special Publics.

Part III: EMERGENCY PUBLIC RELATIONS.

11. Emergency Public Relations.

Part IV: BEYOND PUBLIC RELATIONS.

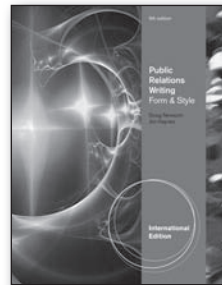
12. Integrated Marketing Communications.

Appendix I: Questions for Class Discussion and Case Analysis.

Appendix II: PRSA Member Code of Ethics 2000.

Index.

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IE

PUBLIC RELATIONS WRITING, 9E Form and Style

Doug Newsom, Texas Christian University; Jim Haynes, QuickSilver Interactive Group Inc.

PUBLIC RELATIONS WRITING: FORM AND STYLE, International Edition combines the practical approach of a trade book with the fundamental principles and theories of Public Relations to provide you with the essential techniques and methods needed to write with understanding and purpose. This text guides you through a logical progression of PR writing, starting with an explanation of how this kind of writing is unique and by exploring the legal and ethical obligations. It will also introduce you to the different styles and techniques behind writing principles that you'll need to develop.

NEW TO THIS EDITION:

- The Ninth Edition features updated examples and exercises throughout the text. A related workbook includes additional exercises with realistic scenarios involving different situations and companies.
- Chapters are reorganized to follow your course more smoothly.

- Chapter 11 is now devoted to email, memos, and letters to focus attention on PR in a fast-paced, wired work environment.
- A new section, entitled “Writing for Traditional & New Media,” is aimed at helping your students not only write for traditional environments, but also for the new changing social media that they will be working in.

FEATURES:

- Reviewers consistently praise the clarity, comprehensiveness, and practicality of this text.
- End-of-chapter exercises guide students through real-world examples of public relations in action to demonstrate and expand upon chapter topics, asking students to practice what they have learned.
- Updated examples and illustrations provide effective models for a variety of purposes (i.e., media fact sheets, email, position papers, media kits, media pitches, etc.).
- Chapter 2 on ethics and law helps students develop a sense of personal responsibility in the practice of public relations.
- Updated information on the use of new technologies in PR strategies includes discussions of Podcasting, RSS feeds, Webinars, Web-based video blogs, to make the text more relevant for today’s student.
- Expanded coverage of issues of multicultural sensitivity (Chapters 2 and 6) gives students more opportunities to learn how to be appropriate and responsible in public relations matters.
- Expanded coverage of eZines and electronic dissemination of newsletters (Chapter 14) provides students with a broader spectrum of PR strategies, giving them a stronger background for future studies and their careers.

CONTENTS:

Part I: PR WRITING: ROLE & RESPONSIBILITY.

1. Public Relations and the Writer.
2. Ethical and Legal Responsibilities of the PR Writer.
3. Persuasion.

Part II: PREPARING TO WRITE.

4. Research for the Public Relations Writer.
5. The Public Relations Planning Process.

Part III: WRITING PRINCIPLES.

6. Writing to Clarify and Simplify the Complex.
7. Grammar, Spelling and Punctuation.

Part IV: WRITING FOR TRADITIONAL & NEW MEDIA.

8. Writing for Converged Traditional Media and Social Media.
9. Media Kits, Media Pitches, Backgrounders & Position Papers.

Part V: WRITING FOR SELECT PUBLICS.

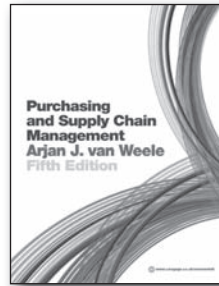
10. Message Design Concepts.
11. Email, Memos and Letters.
12. Reports & Proposals.
13. Writing Advertising Copy.
14. Newsletters.
15. Brochures.
16. Magazines.
17. Speeches and Other Presentations.

Part VI: WRITING IN TURBULENT TIMES.

18. Crisis Communication.
- Appendix A: Readability Formulas.
Appendix B: Copy Fitting.

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PURCHASING



PURCHASING AND SUPPLY CHAIN MANAGEMENT: ANALYSIS, STRATEGY, PLANNING AND PRACTICE, 5E

Arjan van Weele, Eindhoven University of Technology

Employing a flexible managerial perspective, Purchasing and Supply Chain Management, 5th Edition walks you through the core concepts, strategy, and implementation to provide the complete introduction for modern courses. Global examples from organizations including Volvo, Intel, Shell, Sony and Tesco reveal the practical challenges of today’s purchasing processes, while the latest research insights add a critical perspective throughout. New chapters on services buying, socially responsible purchasing and category sourcing strategies - amongst many other wholly revised sections - reflect the latest developments, while new Integrative Cases consolidate your learning to leave you ready for purchasing in the 21st century.

FEATURES:

- Boosted coverage on a range of vital topics including: socially responsible purchasing, public procurement, collaborative supplier relationships and e-procurement
- A carefully refined structure, based on recent market feedback, that has streamlined coverage and aligned the text to the latest curriculum outlines
- New coverage of the most recent changes to European procurement law
- New Integrative Cases, crafted by the author or supplied by premium vendors, appear at the end of each part section to consolidate key themes and principles
- New key term definitions populated throughout the chapters, in addition to a Glossary, aid navigation through this acronym-heavy subject
- A companion website boosts learning with support materials including Revision Questions, Case Weblinks, Instructor’s Manual, PowerPoint Slides, Extra Case Studies – all available in a variety of VLE cartridges including Blackboard/WebCT and Moodle.

CONTENTS:

PART ONE: CORE CONCEPTS

- Chapter 1: The role of purchasing in the value chain
- Chapter 2: Industrial buying behaviour: decision-making in purchasing
- Chapter 3: The purchasing management process
- Chapter 4: Purchasing and facilities management
- Chapter 5: Buying business services
- Chapter 6: Public procurement
- Chapter 7: Market structures and supply market research

PART TWO: STRATEGY AND PLANNING

- Chapter 8: Outsourcing and risk management

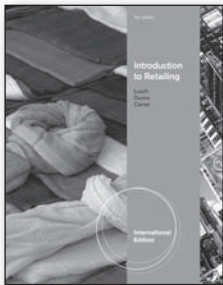
- Chapter 9: Purchasing and business strategy
 Chapter 10: Category sourcing: getting better performance from suppliers
 Chapter 11: Purchasing, innovation and quality management
 Chapter 12: Purchasing, logistics and supply chain management
 Chapter 13: Organization and structure of purchasing
 Chapter 14: Performance measurement and governance in purchasing

PART THREE: IMPLEMENTATION

- Chapter 15: Preparing for partnership with suppliers: cost approaches and techniques
 Chapter 16: Buying and supply management in retail
 Chapter 17: Purchasing, corporate social responsibility and ethics

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RETAILING



IE

INTRODUCTION TO RETAILING, 7E

Patrick M. Dunne, Texas Tech University; Robert F. Lusch, University of Arizona;
 James R. Carver, Auburn University

Full-color, completely current, and packed with practical applications, this text puts students on the inside track to success in the fast-moving retail industry. RETAILING is written by a seasoned author team whose expertise informs every page and whose innovative approach has earned this market-leading text endorsement by the National Retailing Federation. While others may focus on lackluster descriptions of retailers and their most mundane tasks, Dunne, Lusch, and Carver bring retailing to life, covering the latest developments in the field and detailing behind-the-scenes stories in a conversational style enlivened by full-color pictures and illustrations. RETAILING emphasizes the impact of technology and the Internet, as well as giving solid coverage to international topics and issues unique to service providers.

NEW TO THIS EDITION:

- Nearly all of the text's 70 cases and story boxes, including "Global Retailing," "Service Retailing," "Retailing: The Inside Story," and "What's New?" features, have been thoroughly updated or replaced to reflect today's ever-changing, fast-paced retail industry.
- As a new co-author for the Seventh Edition and former student of Drs. Dunne and Lusch, Dr. James Carver of Auburn University brings a fresh perspective and new insights to the text, even while complementing and building upon the proven approach of his colleagues.
- In addition to the in-depth coverage of essential topics that readers have come to expect in RETAILING, every chapter in the new edition includes updates on the current state of the retailing industry, as well as a relevant real-world, behind-the-screen story to help bring key concepts to life for students.
- Reflecting the latest practices, developing trends, and emerging issues from

the field, the all-new Seventh Edition gives students a firsthand feel for the pace and excitement of the dynamic retail trade, including the increasing role of the Internet and the impact of the continuously changing global economy.

- Updated for the new edition, "The House" (an Excel spreadsheet analysis of the financial performance of a family clothing store) links closely with the text to allow students to evaluate and enhance their understanding of key concepts by applying them in the context of a realistic, long-term simulation project.

FEATURES:

- Created by the authors, the RETAILING Web site offers myriad teaching and learning resources, including additional true/false and multiple-choice questions for every chapter to help students review and apply the text material, a section devoted to retailing career choices, and ongoing updates and new examples of retailing concepts and practices covered in the chapters.
- RETAILING equips students with a solid understanding of the various activities that retailers conduct on a daily basis and how they interrelate, skillfully illustrating how retailers must use both creativity and analytical skills in order solve problems and pursue opportunities in today's fast-paced environment.
- Included in every chapter, unique boxed features relate real-world examples to text material, often while incorporating humor or highlighting innovative business strategies. "Retailing: The Inside Story" presents interesting details of a specific retailing event or decision, while "Global Retailing" highlights key trends and events in international retailing. "What's New?" explores the impact of technology (especially the Internet) on retailers, and "Service Retailing" addresses issues unique to service providers.
- Each chapter closes with a thorough study guide, including review, discussion, and multiple-choice questions tied to learning objectives, while Writing and Speaking Exercises (mini cases) help instructors bolster oral/written communication skills and teamwork, and a Retail Project requires students to visit a library or Web site to complete exercises.
- Covering the spectrum of retail operations, case studies integrated throughout the text present important retailing issues through real-world stories of department stores, specialty shops, direct retailing, hardware stores, grocers, discount and convenience stores, and more.

CONTENTS:

Part I: INTRODUCTION TO RETAILING.

- Perspectives on Retailing.
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- Retail Customers.
- Evaluating the Competition in Retailing.
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- Legal and Ethical Behavior.

Part III: MARKET SELECTION AND LOCATION ANALYSIS.

- Market Selection and Retail Location Analysis.

Part IV: MANAGING RETAIL OPERATIONS.

- Managing a Retailer's Finances.
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- Advertising and Promotion.
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Part V: RETAIL ADMINISTRATION.

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SELLING



SELL

(with Review Cards and Premium Web Site Printed Access Card)

Thomas Ingram, Colorado State University; Raymond LaForge, University of Louisville; Ramon Avila, Ball State University; Charles Schwepker, Jr. Central Missouri State University

Created through a “student-tested, faculty-approved” review process with over 100 students and faculty, SELL is an engaging and accessible solution to accommodate the diverse lifestyles of today’s learners. SELL employs a comprehensive coverage of contemporary professional selling in an interesting and challenging manner. Including relational consultative selling, the text is organized on a more contemporary relationship-selling process that the author team has tested in, and developed for, major selling organizations.

FEATURES:

- Practical, real world-based Learning Objectives. Chapters are unified by “Learning Objectives.” These provide an integrated learning system that helps students master the material and helps instructors match content to specific learning outcomes. “Learning Objectives” are outlined at the beginning of each chapter and followed in the body of the chapter, and appear again with the review card to facilitate the learning and studying process.
- Engaging student with a new and fresh format. Designed for and by today’s students in every detail, SELL was developed from nearly 120 students and faculty members to provide a more engaging and accessible solution that appeals to different learning styles at a value-based price. This concise edition includes all of the key concepts that your instructors require and a full suite of learning aids to accommodate your busy lifestyle including chapter-by-chapter study cards, self-quizzes, downloadable flash cards, and more.
- New Chapter on Sales Management and Sales 2.0. Extensive Sales Management and Sales 2.0 chapter transports students beyond the concepts, knowledge, and skills for practicing trust-based, consultative selling in order to provide a solid foundation for successful sales careers. The comprehensive overview of sales management processes and activities facilitates students’ understanding of- and ability to work with their sales supervisors and managers while also preparing the students for their own career advancement into sales management positions. The Sales 2.0 coverage reflects the very latest developments in sales technology and provides students with the familiarity and understanding necessary to put leading-edge technology to work in the field to better maximize sales performance.
- Extensive role-plays and experiential cases. Based on real-life experiences of salespeople, role-plays and cases build and enhance students’ critical thinking and mastery of selling concepts and skills through hands-on, active involvement in practice and application. In addition to new role-plays and cases at the end of each chapter, a continuing case begins in the first chapter and is further developed in each subsequent chapter to emphasize the continuity and integrated nature of sales processes and activities. Additional role-plays and cases are offered in the book’s website for further skill building

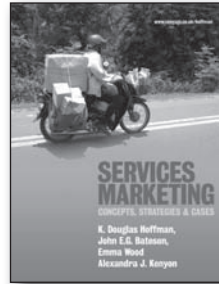
practice in and out of class.

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SERVICES MARKETING



SERVICES MARKETING: CONCEPTS, STRATEGIES AND CASES

K. Douglas Hoffman, Colorado State University; John E.G. Bateson, Group Chief Executive Officer, SHL Group plc; Emma H Wood, Leeds Metropolitan University; Alexandra J Kenyon, Leeds Metropolitan University

This European adaptation of Services Marketing provides an up-to-date and comprehensive overview of the services marketing industry focusing strongly on customer satisfaction, service quality and customer service. Building on the seminal work of Hoffman and Bateson, the authors provide an excellent combination of real-world case studies and service marketing theory ideal for students and practitioners alike.

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- Wider coverage of service industry sectors, small and medium-sized enterprises and public and not-for-profit organizations
- A new chapter covering future trends and issues reflecting both changes in industry practice and academic research focus
- Website resources include: web links, additional cases, student quizzes and PowerPoint slides.

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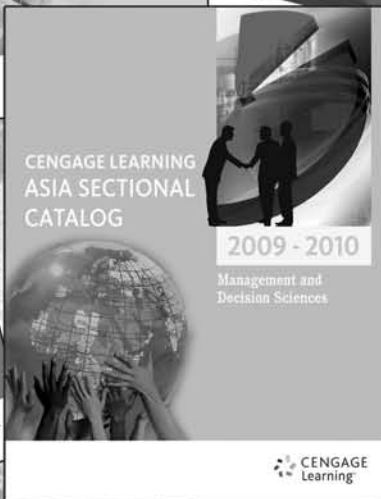
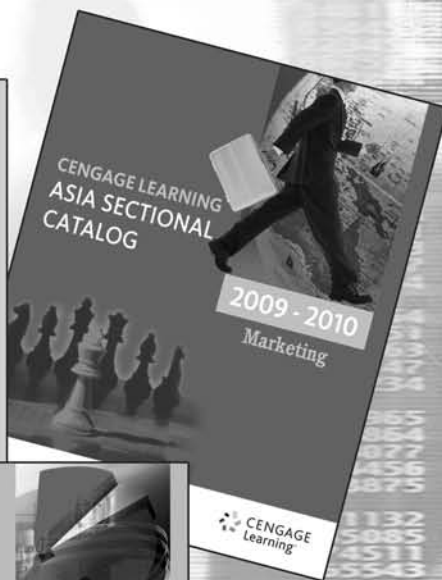
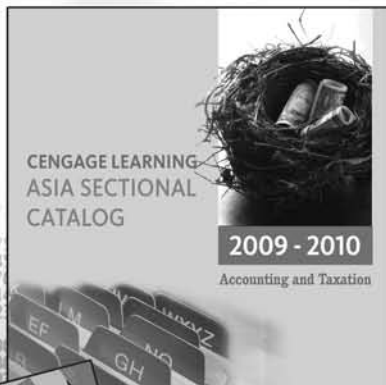
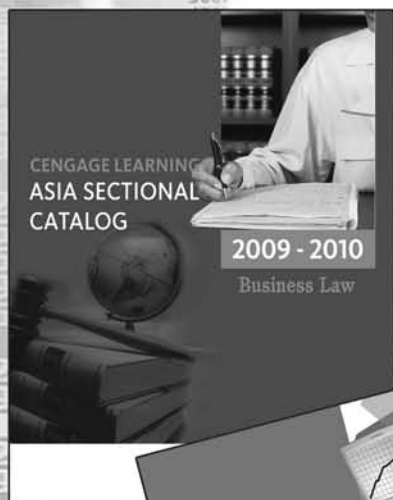
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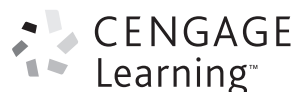
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