



International Business Edition 16

Daniels / Radebaugh / Sullivan

Binding Paperback | **Page Count** 688

For courses in international business

Balancing authoritative theory and meaningful practice, International Business engages students on the subject of conducting business in international markets. The authors' descriptions and ideas of international business are enhanced with contemporary examples, scenarios, and cases that help students effectively apply what they've learned. Now in its 16th Edition, International Business remains one of the best-selling and most authoritative international business texts available.

Table of Contents

- PART I. INTRODUCTION
 - 1. International Business and Globalization
- PART II. NATIONAL ENVIRONMENTAL DIFFERENCES
 - 2. Culture
 - 3. Governmental and Legal Systems
 - 4. Economic Systems and Market Methods
- PART III. CONNECTING COUNTRIES THROUGH TRADE AND FACTOR MOVEMENTS
 - 5. Trade and Factor Mobility Theory
 - 6. Trade Protectionism
 - 7. Economic Integration and Cooperation
- PART IV. THE GLOBAL MONETARY ENVIRONMENT
 - 8. Markets for Foreign Exchange
 - 9. Factors that Influence Exchange Rates
 - 10. Global Debt and Equity Markets
 - 11. Ethics and Social Responsibility
- PART V. CORPORATE POLICY AND STRATEGY
 - 12. Strategies for International Business
 - 13. Evaluation of Countries for Operations
 - 14. Modes of Trading Internationally
 - 15. Forms and Ownership of Foreign Production
 - 16. The Organization and Governance of Foreign Operations
- PART VI. FUNCTIONAL MANAGEMENT AND OPERATIONS
 - 17. Global Marketing
 - 18. Global Production and Supply Chains
 - 19. Global Accounting and Financial Management
 - 20. Global Management of Human Resources

ISBN 9781292214733 | **PUB Date** 4/1/2018



Modern Management: Concepts and Skills Edition 15

Certo / Certo

Binding Paperback | **Page Count** 576

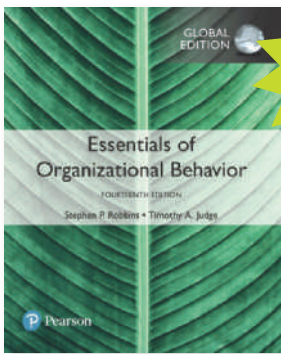
For courses in management

Modern Management: Concepts and Skills takes a unique approach that helps students develop a specific management skill in each chapter. Organized around the functions of planning, organizing, influencing, and controlling, the content specifically focuses on how students can be more strategic and more creative, work as team members, become successful leaders, and more. The chapters are designed to build these skills, and others, to fulfill the core objective: To help students both obtain employment and flourish in the workplace.

Table of Contents

- PART I: INTRODUCTION TO MODERN MANAGEMENT
 - 1. Introducing Modern Management: Concepts and Skills
 - 2. Management and Entrepreneurship: Handling Start-Ups and New Ventures
- PART II: MODERN MANAGEMENT CHALLENGES
 - 3. Society, Ethics and Sustainability
 - 4. Management and Diversity
 - 5. Managing in the Global Arena
 - 6. Creativity and Innovation
- PART III: PLANNING
 - 7. Plans and Planning Tools
 - 8. Making Decisions
 - 9. Strategic Planning: Strategies, Tactics, and Competitive Dynamics
- PART IV: ORGANIZING
 - 10. Fundamentals of Organizing
 - 11. Responsibility, Authority, and Delegation
 - 12. Human Resource Management
 - 13. Changing Organizations: Stress, Conflict, and Virtuality
- PART V: INFLUENCING
 - 14. Influencing and Communication
 - 15. Leadership
 - 16. Motivation
 - 17. Groups and Teams
 - 18. Building Organization Culture
- PART VI: CONTROLLING
 - 19. Controlling, Information, and Technology
 - 20. Production and Control

ISBN 9781292265193 | **PUB Date** 12/2/2018



MyLab
Management
available

Essentials of Organizational Behavior Edition 14

Robbins / Judge

Binding Paperback | **Page Count** 400

For courses in organizational behavior

Essentials of Organizational Behavior teaches students how to communicate and interact within organizations, through real-world scenarios. The text offers comprehensive coverage of key organizational behavior (OB) concepts, making each lesson engaging and easy to absorb. Students can use the book's concepts to apply what they've learned to their own education, future career plans, and other organizational endeavors.

Currently used at more than 500 colleges and universities worldwide, Essentials of Organizational Behavior serves as a popular resource so students can learn and understand the most important concepts in OB. With updated research and the integration of contemporary global issues, the 14th Edition focuses on the most relevant OB concepts that resonate with students.

Table of Contents

Part 1: An Introduction

1. Welcome to the World of OB

Part 2: Individual Differences

2. Attitudes

3. Emotions

4. Personality Factors

5. Perceptual Processes

6. Valuing Diversity

7. Basic Motivation

8. Applied Motivation

Part 3: Groups in Organizations

9. Communication

10. Basics of Group Behavior

11. From Groups to Teams

12. Characteristics of Leaders

13. Power and Politics in Organizations

14. Conflict in Organizations

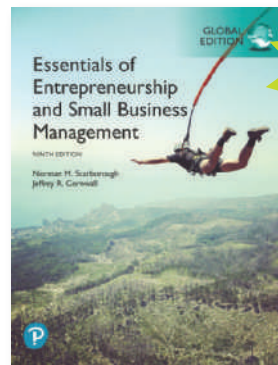
Part 4: Organizational Systems

15. Organization Structure and Design

16. Creating and Maintaining Organizational Culture

17. Organizational Change

ISBN 9781292221410 | **PUB Date** 7/25/2017



MyLab
Entrepreneurship
available

Essentials of Entrepreneurship and Small Business Management Edition 9

Scarborough / Cornwall

Binding Paperback | **Page Count** 832

For courses in small business management, entrepreneurship, and new venture creation and/or management

Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical-thinking skills they need for business success. Now in its 9th Edition, Essentials of Entrepreneurship and Small Business Management teaches students how to successfully launch and manage a business. By dissecting case studies, examining successes and failures in the context of the market, and observing the tactics used by today's most successful small business ventures, students can develop the skills that will give them a unique advantage in a hotly competitive environment.

Table of Contents

SECTION I: THE CHALLENGE OF ENTREPRENEURSHIP

1. The Foundations of Entrepreneurship

2. Ethics and Social Responsibility: Doing the Right Thing

3. Creativity and Innovation: Keys to Entrepreneurial Success

SECTION II: THE ENTREPRENEURIAL JOURNEY BEGINS

4. Conducting a Feasibility Analysis and Designing a Business Model

5. Crafting a Business Plan and Building a Solid Strategic Plan

6. Forms of Business Ownership

7. Buying an Existing Business

8. Franchising and the Entrepreneur

SECTION III: LAUNCHING THE BUSINESS

9. Building a Powerful Bootstrap Marketing Plan

10. E-Commerce and the Entrepreneur

11. Pricing and Credit Strategies

12. Creating a Successful Financial Plan

13. Managing Cash Flow

14. Choosing the Right Location and Layout

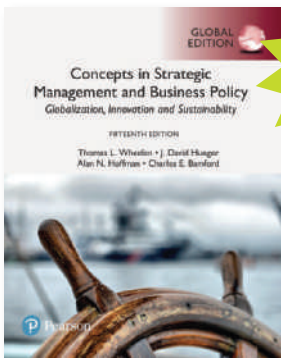
SECTION IV: PUTTING THE BUSINESS PLAN TO WORK:
SOURCES OF FUNDS

15. Sources of Financing: Equity and Debt

16. Global Aspects of Entrepreneurship

17. Building a New Venture Team and Planning for the Next Generation

ISBN 9781292266022 | **PUB Date** 12/20/2018



Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, Global Edition Edition 15

Wheelen / Hunger / Hoffman / Bamford

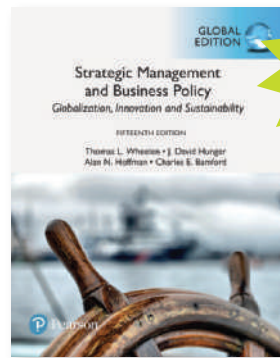
Binding Paperback | **Page Count** 432

For courses in Strategic Management and Business Policy
Picking up where the popular previous editions left off, *Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition* further sharpens and modernizes this classic text's approach to teaching strategy with an emphasis on globalization, innovation, and sustainability. Throughout, the authors equip students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. In this edition, Alan Hoffman and Chuck Bamford offer a fresh perspective to this extraordinarily well-researched and practically crafted lesson. Also included is a new chapter on global strategy.

Table of Contents

- PART 1: Introduction to Strategic Management and Business Policy
 - 1. Basic Concepts of Strategic Management
 - 2. Corporate Governance
 - 3. Social Responsibility and Ethics in Strategic Management
- PART 2: Scanning the Environment
 - 4. Environmental Scanning and Industry Analysis
 - 5. Organizational Analysis and Competitive Advantage
- PART 3: Strategy Formulation
 - 6. Strategy Formulation: Business Strategy
 - 7. Strategy Formulation: Corporate Strategy
 - 8. Strategy Formulation: Functional Strategy and Strategic Choice
- PART 4: Strategy Implementation and Control
 - 9. Strategy Implementation: Global Strategy
 - 10. Strategy Implementation: Organizing and Structure
 - 11. Strategy Implementation: Staffing and Directing
 - 12. Evaluation and Control
- PART 5: Introduction to Case Analysis
 - 13. Suggestions for Case Analysis

ISBN 9781292227290 | **PUB Date** 9/10/2017



Strategic Management and Business Policy: Globalization, Innovation and Sustainability Edition 15

Wheelen / Hunger / Hoffman / Bamford

Binding Paperback | **Page Count** 848

For courses in Strategic Management and Business Policy
Picking up where the popular previous editions left off, *Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition* further sharpens and modernizes this classic text's approach to teaching strategy with an emphasis on globalization, innovation, and sustainability. Throughout, the authors equip students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. In this edition, Alan Hoffman and Chuck Bamford bring a fresh perspective to this extraordinarily well-researched and practically crafted lesson. Also included is a new chapter on Global Strategy, along with new vignettes and comprehensive, real-world case studies.

Table of Contents

- PART I. INTRODUCTION TO STRATEGIC MANGEMENT AND BUSINESS POLICY
 - 1. Basic Concepts of Strategic Management
 - 2. Corporate Governance
 - 3. Social Responsibility and Ethics in Strategic Management
- PART II. SCANNING THE ENVIRONMENT
 - 4. Environmental Scanning and Industry Analysis
 - 5. Organizational Analysis and Competitive Advantage
- PART III. STRATEGY FORMULATION
 - 6. Strategy Formulation: Business Strategy
 - 7. Strategy Formulation: Corporate Strategy
 - 8. Strategy Formulation: Functional Strategy and Strategic Choice
- PART IV. STRATEGY IMPLEMENTATION AND CONTROL
 - 9. Strategy Implementation: Global Strategy
 - 10. Strategy Implementation: Organizing and Structure
 - 11. Strategy Implementation: Staffing and Directing
 - 12. Evaluation and Control
- PART V. INTRODUCTION TO CASE ANALYSIS
 - 13. Suggestions for Case Analysis
- PART VI. CASES IN STRATEGIC MANGEMENT

ISBN 9781292215488 | **PUB Date** 8/13/2017



Human Resource Management Edition 15

Martocchio

Binding Paperback | **Page Count** 464

For undergraduate courses in human resource management
For students to succeed in a rapidly changing HR job market, knowledge of career options and skill development is key. Human Resource Management provides students with examples of how HR management is practiced in the real world and the relationships between various HR topics are interwoven throughout the text, giving a thorough introduction to the field based on sound theoretical concepts and practice.

Table of Contents

PART I: SETTING THE STAGE

1. Human Resource Management: An Overview
2. Business Ethics, Corporate Social Responsibility, and Sustainability
3. Equal Employment Opportunity, Affirmative Action, and Workforce Diversity

PART II: STAFFING

4. Strategic Planning, Human Resource Planning, and Job Analysis
5. Recruitment
6. Selection

PART III: PERFORMANCE MANAGEMENT AND TRAINING

7. Performance Management and Appraisal
8. Training and Development

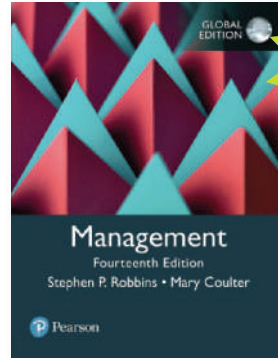
PART IV: COMPENSATION

9. Direct Financial Compensation (Monetary Compensation)
10. Indirect Financial Compensation (Employee Benefits)

PART V: LABOR RELATIONS, EMPLOYEE RELATIONS, SAFETY, AND HEALTH

11. Labor Unions and Collective Bargaining
12. Internal Employee Relations

ISBN 9781292264332 | **PUB Date** 5/14/2018



Management Edition 14

Robbins / Coulter

Binding Paperback | **Page Count** 752

For undergraduate Principles of Management courses

With a renewed focus on skills and careers, the new edition of this bestselling text can help better prepare your students to enter the job market.

Table of Contents

- Part 1: Introduction to Management
 - 1. Managers and You in the Workplace
 - Management History Module
 - 2. Making Decisions
 - Part 1: Management Practice
 - Part 2: Basics of Managing in Today's Workplace
 - 3. Managing the External Environment and the Organization's Culture
 - 4. Managing in a Global Environment
 - 5. Managing Diversity
 - 6. Managing Social Responsibility and Ethics
 - 7. Managing Change and Disruptive Innovation
 - Part 2: Management Practice
 - Part 3: Planning
 - 8. Planning Work Activities
 - 9. Managing Strategy
 - 10. Entrepreneurial Ventures
 - Part 3: Management Practice
 - Part 4: Organizing
 - 11. Designing Organizational Structure
 - 12. Managing Human Resources
 - 13. Creating and Managing Teams
 - Part 4: Management Practice
 - Part 5: Leading
 - 14. Managing Communication
 - 15. Understanding and Managing Individual Behavior
 - 16. Motivating Employees
 - 17. Being an Effective Leader
 - Part 5: Management Practice
 - Part 6: Controlling
 - 18. Monitoring and Controlling
 - Planning and Control Techniques Module
 - Managing Operations Module
 - Part 6: Management Practice

ISBN 9781292215839 | **PUB Date** 8/13/2017



International Business: The New Realities Edition 4

Cavusgil / Knight / Riesenberger

Binding Paperback | Page Count 544

ISBN 9781292152837 | PUB Date 9/3/2017

For courses in business

International Business: The New Realities speaks to students of the technological age. By addressing issues such as the competitive job market and challenges faced by advanced economies, the text preps students for international business in our modern world. The 4th Edition plays on millennials' characteristics to engage them in the material. This includes their reliance on technology, their drive towards achievement and helping their communities, and their desire to obtain skills they can apply towards meaningful jobs.

Table of Contents

PART I. FOUNDATION CONCEPTS

1. Introduction: What Is International Business?
2. Globalization of Markets and the Internationalization of the Firm
3. Organizational Participants That Make International Business Happen

PART II. THE ENVIRONMENT OF INTERNATIONAL BUSINESS

4. The Cultural Environment of International Business
5. Ethics, Sustainability, and Corporate Social Responsibility in International Business
6. Theories of International Trade and Investment
7. Political and Legal Systems in National Environments
8. Government Intervention in International Business
9. Regional Economic Integration
10. Understanding Emerging Markets
11. The International Monetary and Financial Environment

PART III. STRATEGY AND OPPORTUNITY ASSESSMENT

12. Strategy and Organization in the International Firm
13. Global Market Opportunity Assessment

PART IV. ENTERING AND OPERATING IN INTERNATIONAL MARKETS

14. Exporting and Countertrade
15. Foreign Direct Investment and Collaborative Ventures
16. Licensing, Franchising, and Other Contractual Strategies
17. Global Sourcing

PART V. FUNCTIONAL AREA EXCELLENCE

18. Marketing in the Global Firm
19. Human Resource Management in the Global Firm
20. Financial Management and Accounting in the Global Firm



International Management: Managing Across Borders and Cultures, Text and Cases Edition 9

Deresky

Binding Paperback | Page Count 504

ISBN 9781292153537 | PUB Date 2/25/2018

For courses in international business, international management, and general management

International Business is conducted around the globe across cultures, languages, traditions, and a range of economic, political, and technological landscapes. *International Management: Managing Across Borders and Cultures* examines the challenges to the manager's role associated with adaptive leadership and thoroughly prepares students for the complicated yet fascinating discipline of international and global management.

The 9th Edition trains students and practicing managers for careers in this evolving global environment by exposing them to effective strategic, interpersonal, and organizational skills, while focusing on sustainability.

Table of Contents

Part 1: The Global Manager's Environment

1. Assessing the Environment: Political, Economic, Legal, Technological
2. Managing Interdependence: Social Responsibility, Ethics, Sustainability

Comprehensive Cases

- NEW! Case 1 Facebook's Internet.org Initiative: Serving the Bottom of the Pyramid? (several countries)
- Case 2 An Ethics Role-Playing Case: Stockholders versus Stakeholders (Global/Sri Lanka)

Part 2: The Cultural Context of Global Management

3. Understanding the Role of Culture
4. Communicating Across Cultures
5. Cross-Cultural Negotiation and Decision Making

Comprehensive Cases

- NEW! Case 3 Vodafone in Egypt: National Crises and Their Implications for Multinational Corporations (Egypt)
- NEW! Case 4 Hailing a New Era: Haier in Japan (China/Japan)

Part 3: Formulating and Implementing Strategy for International and Global Operations

6. Formulating Strategy
7. Implementing Strategy: Strategic Alliances, Small Businesses, Emerging Economy Firms
8. Organization Structure and Control Systems

Comprehensive Cases

- NEW! Case 5 Alibaba versus Tencent: The Battle for China's M-Commerce Space (China/Global)
- NEW! Case 6 Business Model and Competitive Strategy of IKEA in India (India)
- NEW! Case 7 Wal-Mart in Africa (Africa)
- NEW! Case 8 Fiat Chrysler Automobiles N.V. (2015): From an Alliance to a Cross-Border Merger (Global)

Part 4: Global Human Resources Management

9. Staffing, Training, and Compensation for Global Operations
10. Developing a Global Management Cadre
11. Motivating and Leading

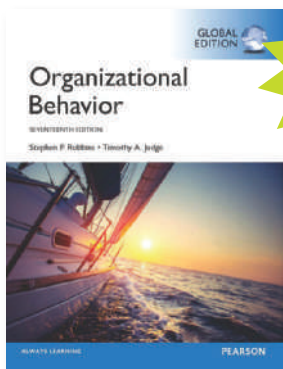
Comprehensive Cases

- NEW! Case 9 Leading Across Cultures at Michelin (France/US)
- NEW! Case 10 Ethical Leadership: Ratan Tata and India's Tata Group (Global)

Integrative Section

Integrative Term Project

- NEW! Integrative Case: Case 11 IKEA in Russia: Emerging Market Strategies and Ethical Dilemmas (Russia)



Organizational Behavior Edition 17

Robbins / Judge

Binding Paperback | **Page Count** 744

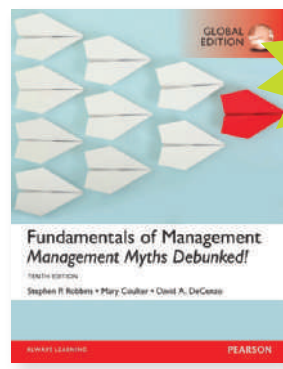
For undergraduate and graduate courses in organizational behavior

Organizational Behavior provides the research you want, in the language your students understand. The 17th Edition has been updated to reflect the most recent research and business events within the field of organizational behavior worldwide, while maintaining its hallmark features—clear writing style, cutting-edge content, and intuitive pedagogy.

Table of Contents

- Part 1: Introduction
 - 1. What Is Organizational Behavior?
- Part 2: The Individual
 - 2. Diversity in Organizations
 - 3. Attitudes and Job Satisfaction
 - 4. Emotions and Moods
 - 5. Personality and Values
 - 6. Perception and Individual Decision Making
 - 7. Motivation Concepts
 - 8. Motivation: From Concepts to Applications
- Part 3: The Group
 - 9. Foundations of Group Behavior
 - 10. Understanding Work Teams
 - 11. Communication
 - 12. Leadership
 - 13. Power and Politics
 - 14. Conflict and Negotiation
 - 15. Foundations of Organization Structure
- Part 4: The Organization System
 - 16. Organizational Culture
 - 17. Human Resource Policies and Practices
 - 18. Organizational Change and Stress Management

ISBN 9781292146300 | **PUB Date** 2/19/2018



Fundamentals of Management: Management Myths Debunked! Edition 10

Robbins / De Cenzo / Coulter

Binding Paperback | **Page Count** 528

For principles of management courses

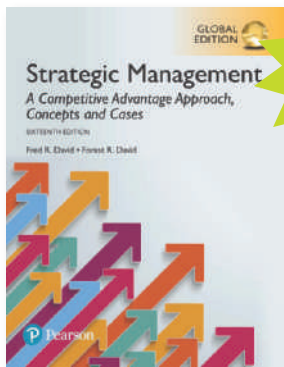
Fundamentals of Management is the most engaging and up-to-date introduction to management resource on the market today. Covering the essential concepts of management, it provides a solid foundation for understanding the key issues and offers a strong, practical focus, including the latest research on what works for managers and what does not.

The 10th Edition has the latest coverage on hot topics such as sustainability, holacracy, the sharing economy, gamification, data analytics/big data, BYOD (bring your own device), and wearable technology. Engaging and fun videos and exercises motivate students and give the practice they need to become successful managers.

Table of Contents

- Part 1: Introduction
 - 1. Managers and Management
 - History Module: A Brief History of Management's Roots
 - 2. The Management Environment
 - 3. Integrative Managerial Issues
- Part 2: Planning
 - 4. Foundations of Decision Making
 - Quantitative Module: Quantitative Decision-Making Aids
 - 5. Foundations of Planning
- Part 3: Organizing
 - 6. Organizational Structure and Design
 - 7. Managing Human Resources
 - Career Module: Building Your Career
 - 8. Managing Change and Innovation
- Part 4: Leading
 - 9. Foundations of Individual Behavior
 - 10. Understanding Groups and Managing Work Teams
 - 11. Motivating and Rewarding Employees
 - 12. Leadership and Trust
 - 13. Managing Communication and Information
- Part 5: Controlling
 - 14. Foundations of Control
 - 15. Operations Management
- Entrepreneurship Module: Managing Entrepreneurial Ventures

ISBN 9781292146942 | **PUB Date** 4/2/2018



Strategic Management: A Competitive Advantage Approach, Concepts and Cases Edition 16

David / David

Binding Paperback | **Page Count** 688

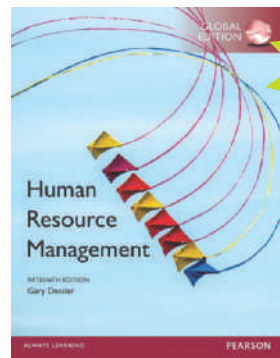
For courses in strategy

Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The 16th Edition has been updated and revised with current research and concepts. This edition includes 30 new cases and end-of-chapter material, including added exercises and review questions.

Table of Contents

1. Strategic Management Essentials
- THE COHESION CASE: Nestlé S.A, 2016
2. Outside-USA Strategic Planning
3. Ethics, Social Responsibility, and Sustainability
4. Types of Strategies
5. Vision and Mission Analysis
6. The Internal Audit
7. The External Audit
8. Strategy Generation and Selection
9. Strategy Implementation
10. Strategy Execution
11. Strategy Monitoring
- Appendix Guidelines for Case Analysis

ISBN 9781292148496 | **PUB Date** 4/1/2018



Human Resource Management Edition 15

Dessler

Binding Paperback | **Page Count** 720

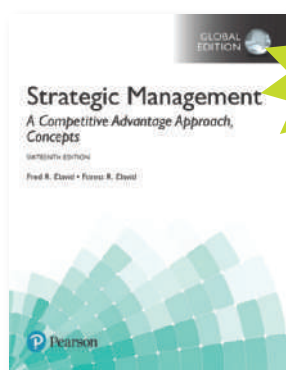
For courses in management

Human Resource Management adopts a practical approach and explores the evolution of the field, highlighting the introduction of revolutionary new technologies and social media platforms such as LinkedIn and cloud computing. The 15th Edition focuses on the positive impacts technology has had on the HR field. With a heavy focus on emerging industry trends, the text prepares students with everything they need to be successful managers and HR personnel in the 21st century.

Table of Contents

- PART ONE: INTRODUCTION
1. Introduction to Human Resource Management
 2. Equal Opportunity and the Law
 3. The Managers Role in Strategic Human Resource Management
- PART TWO: RECRUITMENT AND PLACEMENT
4. Job Analysis
 5. Personnel Planning and Recruiting
 6. Employee Testing and Selection
 7. Interviewing Candidates
- PART THREE: TRAINING AND DEVELOPMENT
8. Training and Developing Employees
 9. Performance Management and Appraisal
 10. Coaching, Careers, and Talent Management
- PART FOUR: COMPENSATION
11. Establishing Strategic Pay Plans
 12. Pay for Performance and Financial Incentives
 13. Benefits and Services
- PART FIVE: EMPLOYEE RELATIONS
14. Ethics, Justice, and Fair Treatment in HR Management
 15. Labor Relations and Collective Bargaining
 16. Employee Safety and Health
 17. Managing Global Human Resources
 18. Managing Human Resources in Entrepreneurial Firms

ISBN 9781292152103 | **PUB Date** 4/1/2018



Strategic Management: A Competitive Advantage Approach, Concepts Edition 16

David / David

Binding Paperback | **Page Count** 424

For courses in strategy

Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The 16th Edition has been updated and revised with current research and concepts, and added exercises and review questions.

Table of Contents

1. Strategic Management Essentials
THE COHESION CASE: Nestlé S.A, 2016
2. Outside-USA Strategic Planning
3. Ethics, Social Responsibility, and Sustainability
4. Types of Strategies
5. Vision and Mission Analysis
6. The Internal Audit
7. The External Audit
8. Strategy Generation and Selection
9. Strategy Implementation
10. Strategy Execution
11. Strategy Monitoring

ISBN 9781292164977 | **PUB Date** 4/1/2018



International Business: The Challenges of Globalization Edition 9

Wild / Wild

Binding Paperback | **Page Count** 448

For courses in international business

Cultural focus helps students understand key concepts in international business. International Business: The Challenges of Globalization uses the ever-present and salient subject of culture to present real-world examples and engaging features to bring international business to life and pique student interest. The 9th Edition uses a unique organizing framework that helps students to understand how the elements of international business are related and with a focus on employability skills, students understand how the concepts learned in this course will be relevant to their future careers. The material has been thoroughly updated based on ongoing changes in the international business world to ensure that it remains up-to-date with the rapidly changing world.

Table of Contents

- PART I: GLOBAL BUSINESS ENVIRONMENT
 1. Globalization
- PART II: NATIONAL BUSINESS ENVIRONMENTS
 2. Cross-Cultural Business
 3. Political Economy and Ethics
 4. Economic Development of Nations
- PART III: INTERNATIONAL TRADE AND INVESTMENT
 5. International Trade Theory
 6. Political Economy of Trade
 7. Foreign Direct Investment
 8. Regional Economic Integration
- PART IV: THE INTERNATIONAL FINANCIAL SYSTEM
 9. International Financial Markets
 10. International Monetary System
- PART V: INTERNATIONAL BUSINESS MANAGEMENT
 11. International Strategy and Organization
 12. Analyzing International Opportunities
 13. Selecting and Managing Entry Modes
 14. Developing and Marketing Products
 15. Managing International Operations
 16. Hiring and Managing Employees

ISBN 9781292262253 | **PUB Date** 5/14/2018



Business Essentials Edition 12

Binding Paperback | Page Count 704

ISBN 9781292268996 | PUB Date 1/18/2018

For introductory business courses.

Focus on the practical skills and important developments in business. The recent events in domestic and global economies are presenting unprecedented challenges, excitement, and disappointments for businesses – and a need for change in introduction to business courses and texts. *Business Essentials* captures the widespread significance of these developments and presents their implications on companies today. The 12th Edition includes new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concepts that they are learning about, and making this text the most current and relevant one available on the market.

Table of Contents

PART I: THE CONTEMPORARY BUSINESS WORLD

1. The US Business Environment
2. Understanding Business Ethics and Social Responsibility
3. Entrepreneurship, New Ventures, and Business Ownership
4. Understanding the Global Context of Business

PART II: MANAGING THE BUSINESS

5. Managing the Business
6. Organizing the Business
7. Operations Management and Quality

PART III: PEOPLE IN ORGANIZATIONS

8. Employee Behavior and Motivation
9. Leadership and Decision Making
10. Human Resource Management and Labor Relations

PART IV: PRINCIPLES OF MARKETING: BUILDING RELATIONSHIPS WITH

CUSTOMERS FOR COMPETITIVE ADVANTAGE

11. Marketing Processes and Consumer Behavior
12. Developing and Pricing Products
13. Distributing and Promoting Products

PART V: MANAGING INFORMATION FOR BETTER BUSINESS DECISIONS

14. Information Technology (IT) for Business
15. The Role of Accountants and Accounting Information

PART VI: THE FINANCIAL SYSTEM AND ISSUES IN FINANCIAL MANAGEMENT

16. Understanding Money and the Role of Banking
17. Managing Business Finances

Appendix I: Risk Management

Appendix II: The Legal Context of Business

Appendix III: Managing Your Personal Finances

Appendix IV: Unions and Labor Management