Short description
Using financial concepts to solve real-world problems with a proven learning framework The Teaching and Learning System -- a hallmark feature of Principles of Managerial Finance - weaves pedagogy into concepts and practice giving students a roadmap to follow through the text and supplementary tools. The 16th Edition concentrates on the material students need to know in order to make effective financial decisions in an increasingly competitive business environment. With a generous amount of examples, this text is an easily accessible resource for in- and out-of-class learning.

Discipline/Subject
Finance

Author bio
Chad J. Zutter is a finance professor and the James Allen Faculty Fellow at the Katz Graduate School of Business at the University of Pittsburgh.
Short description
Authoritative, comprehensive coverage of contemporary international finance. Renowned for its authoritative, comprehensive coverage of contemporary international finance, Multinational Business Finance trains the leaders of tomorrow’s multinational enterprises to recognize and capitalize on the unique characteristics of global markets. Because the job of a manager is to make financial decisions that increase a firm’s value, the authors have embedded real-world mini-cases throughout to apply chapter concepts to the types of situations managers of multinational firms face.

Discipline/Subject
Finance

Author bio
David K. Eiteman is Professor Emeritus of Finance at the John E. Anderson Graduate School of Management at UCLA
Short description
Laudon’s essential case-based text for the study of IS in business today. Management Information Systems: Managing the Digital Firm provides the most comprehensive overview of information systems, while drawing connections between MIS and business performance. You will develop sought-after skills, and be adept at leading IS-related management discussions and using IT to meet bottom-line results. Each chapter of the 17th edition has been thoroughly updated to cover the latest industry and technology changes.

Discipline/Subject
Management Information Systems

Author bio
Kenneth C. Laudon was a professor of information systems at New York University School of Business. He held a BA in economics from Stanford and a PhD from Columbia University.
Revel for Organizational Behavior: Developing Skills for Managers -- Instant Access
Edition 1
Eric Lamm

Short description
Solid organizational behavior knowledge students can translate into career-relevant skills. Grounded in research, Revel™ Organizational Behavior: Developing Skills for Managers 1e teaches students how to succeed in today’s ever-changing business environment. The text uses a theme of change management in its coverage of classic and contemporary organizational behavior concepts and then links them with associated skills. Revel is Pearson’s newest way of delivering our respected content. Fully digital and highly engaging, Revel replaces the textbook and gives students everything they need for the course.

Discipline/Subject
Organizational Behaviour

Author bio
Eric Lamm is a Professor of Management in the College of Business at San Francisco State University.
Short description
Balancing authoritative theory and meaningful practice, International Business: Environments and Operations 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 17th Edition it remains one of the best-selling and most authoritative international business texts available.

Discipline/Subject
International Business

Author bio
John D. Daniels is the Samuel N. Friedland Chair of Executive Management emeritus at the University of Miami
Pearson eText Macroeconomics -- Instant Access
Edition 3
Daron Acemoglu

Short description
Macroeconomics uses real economic questions and data to help you learn about the world around you. The text explores the themes of optimization, equilibrium, and empiricism to not only illustrate the power of simple economic ideas, but also to explain and predict what’s happening in today’s society.

Discipline/Subject
Economics

Author bio
Daron Acemoglu is the Elizabeth and James Killian Professor of Economics in the Department of Economics at the Massachusetts Institute of Technology.
Short description
Information Systems Today: Managing in the Digital World opens each chapter with a case study so students can quickly understand how and why information systems are essential in today's evolving business landscape. With selected cases that highlight real-world companies, technologies, and issues that illuminate the chapter topics. Aligning major concepts with the latest trends, the 9th edition expands its exploration of the ways digital density and the API economy, mobile and cloud computing, social media, artificial intelligence, and the Internet of Things affect information systems.

Discipline/Subject
Management Information Systems

Author bio
Joseph (Joe) Valacich is the Eller Professor of MIS within the Eller College of Management at the University of Arizona, and a co-founder, Chairman, and Chief Science Officer (CSO) of Neuro-ID, Inc.
Short description
Accounting is the language of business and understanding the role accounting plays in business is critical to students' success in this field. Financial Accounting, 13th edition gives readers a solid foundation in the fundamentals of accounting and basics of financial statements, and then builds upon that groundwork by offering more challenging concepts and problems. This scaffolded approach helps students to better understand and analyze financial information and see its significance within a real-world context.

Discipline/Subject
Accounting

Author bio
William (Bill) Thomas is Emeritus Professor of Accounting and a Master Teacher at Baylor University.
Pearson eText for Processes, Systems, and Information: An Introduction to MIS -- Instant Access
Edition 4
Earl H. McKinney Jr.

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Short description
Transform your MIS course with Processes, Systems, and Information: An Introduction to MIS - a hands-on, process approach to business. The authors show students how businesses use information systems & technology to create competitive strategies, support business processes & accomplish their goals. Complete with examples of business situations, this book helps students understand what business systems actually are and why they're so important. In the 4e you'll find a reflection of the current technological landscape, coverage of technologies new to the business scene, and a strong emphasis on security.

Discipline/Subject
Management Information Systems

Author bio
Earl McKinney Jr. passion for teaching the introduction to MIS course for 20 years has continued during his tenure at Bowling Green State University.
Short description
A broad introduction to operations, reinforced with extensive practice problems. Operations Management: Sustainability and Supply Chain Management presents a broad introduction to the field of operations in a realistic and practical manner, while offering the largest and most diverse collection of issues on the market.

Discipline/Subject
Operations Management

Author bio
Jay Heizer is Professor Emeritus, the Jesse H. Jones Chair of Business Administration, Texas Lutheran University, Seguin, Texas.
Author bio
Gary Armstrong is Crist W. Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill
Throughout Microeconomics 3e the authors use real economic questions and data to help students learn about the world around them. Taking a fresh approach, they use the themes of optimization, equilibrium and empiricism to not only illustrate the power of simple economic ideas, but also to explain and predict what's happening in today's society. Each chapter begins with an empirical question that is relevant to the life of a student, and is later answered using data in the Evidence-Based Economics feature.

Discipline/Subject
Economics
Short description
The recent events in domestic & 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 13e includes new real-world examples and research findings, helping students to see how entrepreneurs are putting into practice the concepts they're learning about, and making this text the most current and relevant one available on the market.

Discipline/Subject
Business

Author bio
Ronald J. Ebert is Emeritus Professor at the University of Missouri-Columbia.
Engaging and comprehensive, Using MIS helps students understand all the ways information systems are transforming the businesses of today and tomorrow. Its query-based format and creative learning aids challenge students to consider how they can anticipate and participate in that transformation. The 12e reflects key technological advancements and their impact on business strategy, including new sections on low-code systems, intelligent automation, autonomous vehicles, drones, mobile operating systems, 5G, multi-cloud strategies, cryptojacking, and more.

Discipline/Subject
Management Information Systems

Author bio
David Kroenke has many years of teaching experience at Colorado State University, Seattle University, and the University of Washington.
Statistics: Principles and Methods

Giuseppe Cicchitelli - Pierpaolo D'Urso - Marco Minozzo

From the deep teaching experience of the authors, the English edition (translated and adapted) of the most popular and appreciated introductory statistics textbook in the Italian university panorama. The contents range from basic tools for data analysis to the fundamentals of statistical inference. The authors highlight the logic underlying the methods and their application for the purpose of solving real problems, explaining in detail how certain results are obtained.

ISBN: 9788891911032

Features
The main objective of this course is to develop deep concept understanding rather than superficial knowledge of procedures. For this purpose, concepts are introduced through an intuitive approach and illustrated with worked examples.

- The search for clarity and readability does not sacrifice rigor: in each chapter, boxes support the learning process by emphasizing definitions and propositions.

Proofs of the latter are provided immediately (except for those cases where advance mathematics is required); for the sake of readability, when complex calculations are required, the reader is referred to the appendices (Appendix A for descriptive statistics and Appendix B for probability and inference).
• Even if the emphasis is on conceptual rather than computational aspects, the built-in functions of Excel, when available, are illustrated immediately after the exercise section. Although other statistical software is available, wide accessibility and use of this spreadsheet motivate our choice.

• High-school algebra is all is required to understand most of the book. Calculus is rarely used, and, when used, it is positioned in footnotes or appendices, which allows the reader to skip it without losing track of the main concepts.

• Application-oriented exercises are provided at the end of each chapter, and solutions are available on the book’s platform.

• End-of-chapter summaries and lists of keywords are provided for each chapter.

• Most chapters come with a final section under the title “Comments and Curiosity”, where anecdotes, historical figures, real-life situations and problems are illustrated to highlight the role of statistics in everyday life and science.

• A brief list of references is given, including mainly the books to which the reader is referred for complicated proofs or further reading and insights.

• The book’s platform provides data sets, some of which are used in examples and exercises.
Intended audience
This book is mainly designed for use in undergraduate statistics courses offered in business, economics and political science departments. It can be used also in introductory statistics courses taught in other departments, such as engineering and natural sciences.

Authors

Giuseppe Cicchitelli served as a Professor of Statistics in the Department of Economics at the University of Perugia, where he was also Chair of the Department of Statistical Sciences. He is a member of the International Statistical Institute. He is author and co-author of several books in Statistics. His research interests focus on sampling finite populations and analysis of spatial data.

Pierpaolo D'Urso is full professor of Statistics at Sapienza - University of Rome where he teaches Statistics and Multivariate Statistics. He is Pro-Rector for staff development and Chair of the Department of Social and Economic Sciences. He is associate editor of several international journals, member of program committees of international conferences and guest editor of special issues. He is the author of more than 150 articles. His research activity is focused on imprecise data analysis, clustering of complex structures of data, and social data science.

Marco Minozzo is associate professor of Statistics at the University of Verona. He has a vast experience in teaching Probability and Statistics in undergraduate, graduate and postgraduate courses, both in Italy and abroad. He is the President of the Bachelor's Degree in Economics and Business of the School of Economics and Management of the University of Verona. He authored numerous scientific papers presented and published internationally.

Description

Statistics: Principles and Methods, as customary in introductory statistics textbooks, is organized into three parts: descriptive statistics, probability and inferential statistics.

Part I (Chapters 2 through 11) deals with: summarizing data with tables and graphs; measuring central tendency, variability and shape of univariate data; measuring association in contingency tables; fitting a straight line and measuring correlation in bivariate data.

Part II (Chapters 12 through 17) presents the essentials of probability theory: probability of events; discrete and continuous random variables; probability distributions of some special univariate random variables; joint probability distribution of bivariate random variables; law of large numbers and central limit theorem; probability distributions of sample statistics (with special reference to the sample mean and the sample variance).

Part III (Chapters 18 through 23) includes: point estimation; confidence intervals and hypothesis testing with a focus on the population mean and variance; inference on the means and variances of two populations; chi-square test for goodness of fit, independence between two categorical variables, and homogeneity of multinomial populations; inference on the simple linear regression model.

Compared to other introductory statistics textbooks, greater attention is paid to descriptive statistics, based on the conviction that it is important to provide students with the basic knowledge and skills to manage raw data and produce useful summary statistics. Previous knowledge in this area, possibly gained at the secondary school level, is thus enhanced and systematized, fostering the comprehension of concepts pertaining to probability and inference. Indeed, many properties of frequency distributions have conceptual counterparts in the probability distributions of random variables, and fitting a straight line to a series of bivariate observations (to describe approximately the linear relationship between two variables) is beneficial to the study of the inference on the simple linear regression model.
Content

1. Basic Concepts
2. Frequency Distributions
3. Describing Data by Graphs
4. Central Tendency
5. Variability
6. Shape of Frequency Distributions
7. An Overview of Descriptive Summary Statistics
8. Index Numbers
9. Association in Contingency Tables
10. Simple Linear Regression
11. Correlation
12. Probability
13. Random Variables
14. Some Parametric Probability Distributions
15. Joint Probability Distributions
16. The Law of Large Numbers and the Central Limit Theorem
17. Random Samples and Sampling Distributions of Statistics
18. Point Estimation
19. Interval Estimation
20. Hypothesis Testing
21. Comparing Two Populations
22. Hypothesis Testing for Frequency Data
23. Inference on the Simple Linear Regression Model
Short description
This print textbook is available for students to rent. For courses in international economics, international finance, and international trade. A balanced, global approach to economic theory and policy applications. International Economics: Theory and Policy provides engaging, balanced coverage of the key concepts and practical applications of theory and policy around the world. Divided into two halves, with the first devoted to trade and the second to monetary questions, the text provides an intuitive introduction to theory and events as well as detailed coverage of the actual policies put into place as a response. In the 12e, important economic developments are highlighted, with many lessons drawn from the recent COVID-19 pandemic experience.

Discipline/Subject
Economics (Imports)

Author bio
Paul Krugman, recipient of the 2008 Nobel Memorial Prize in Economic Sciences, taught at Princeton University for 14 years.