Short Description:

A unique collaboration between Pearson Education and Lyon Business School providing students with a short introduction to four critical disciplines covered in any Masters Post Graduate Programme of study. These Fundamental courses will guide the postgraduate student through key aspects of the following disciplines Accounting, Finance, Economics and Marketing which they will encounter in their Postgraduate study programme.

* CHARACTERISTICS
* Courses built around key Pearson Authors e.g. Atrill, McClaney,
* Course duration per discipline approximately 4 hours
* Designed for self-paced study

KEY FEATURES
- Can be integrated into your LMS
- 16 hours of course content
- Can be localised e.g. dubbed/subtitled or closed captioned

ISBN TBA
Publication date September 2022

NEW!
Course Learning Outcomes

This course will give you a fundamental understanding of how to read financial statements and determine how to make financial decisions based on available transaction information. By the end of this course, you will be able to accomplish the following learning outcomes below.

- Understand how a balance sheet is constructed.
- Determine an income statement's components.
- Recognise how to prepare and present financial statements.
- Know what comprises the statement of cash flows.

Estimated time for course: 4 hours

Course Content has been built around key Pearson Authors including e.g.

Peter Atrill & Eddie McClaney:
Financial Accounting for Decision Makers 9e - 9781292251257
Course Learning Outcomes

The Fundamentals of Economics course aims to help managers make better business decisions by giving them knowledge of foundational economic principles. The learning outcomes for this course are listed below:

- Define key economic terms and master economic vocabulary.
- Evaluate the impact of public policy on the business cycle.
- Understand the goods and services market.
- Understand the money and loans market.
- Analyse the reasons for unemployment and its effect on business.
- Assess the impact of exchange rates on business.

Estimated time for course: 4 hours 30 minutes

Course Content has been built around key Pearson Authors including e.g.

John Sloman:
Economics for Business 8e - 9781292239279

Fair/Case et al:
Principles of Economics 13e Global Ed. - 9781292294698
Course Learning Outcomes

This course looks closely at financial statements and financial ratios to give you an understanding of how performance is measured in a business. By the end of this course you will be able to accomplish the following.

- Understand how an income statement is used.
- Identify the major categories of ratios that can be used for analysing financial statements.
- Calculate key ratios for assessing the financial performance and position of a business.
- Explain the significance of the ratios calculated.
- Discuss the limitations of ratios as a tool of financial analysis.

Estimated time for the course: 4 hours

Course Content has been built around key Pearson Authors including e.g.

Peter Atrill & Eddie McClaney:
Acct & Finance for Non-Specialists 11e - 9781292244013

Jonathon Berk & Peter DeMarzo:
Fundamentals of Corporate Finance 4e Global Ed. - 9781292215075
Course Learning Outcomes

The Fundamentals of Marketing course aims to assist those who need to master key areas of business, to help them understand the basic conditions of good marketing practice and market conditions. The learning outcomes for this course are listed below.

- Define key marketing strategies.
- Understand market segmentation practices.
- Recognise different marketing channels.
- Classify brand and product characteristics.
- Distinguish between marketing products and services.

Estimated time for the course: 4 hours

Course Content has been built around key Pearson Authors including e.g.

Philip Kotler:
Principles of Marketing 18e Global Ed - 9781292341132

Kotler/Armstrong:
Marketing: An Intro - 9781292294865

Jim Blythe:
Essentials of Marketing 7e - 9781292244105

Philip Kotler:
Marketing Management Europe Ed 4e - 9781292248448
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.
Accounting for Non-Accounting Students
Edition 10

Short description
Provides real-life understanding of accounting by introducing the purpose and key ideas of financial and management accounting to students who have had little or no previous knowledge of the subject. This text is renowned for its clear and non-technical explanations of essential accounting techniques, in a language accessible to all. It engages with students to help them cross the bridge between classroom learning and real life, in order to improve their employment prospects when applying for jobs.

Discipline/Subject
Accountancy

Author bio
John R. Dyson was formerly Director of Studies of the Heriot-Watt University Management Programme, Edinburgh. Ellie Franklin currently teaches at the Middlesex University Business School, and has worked for Barclays and Deloitte.
Short description
For undergraduates and MBA students taking a first course in financial accounting. A clear approach to learning accounting, with an international focus. Financial Accounting: An International Introduction 7e, by Alexander and Nobes is an essential textbook for undergraduates and MBA students worldwide taking a first course in financial accounting. It is the ideal book for students who have little prior knowledge, or are new to this subject area. The seventh edition retains the clear writing style and unique international focus which led to the success of previous editions.

Discipline/Subject
Accountancy

Author bio
David Alexander is Emeritus Professor of Accounting at the University of Birmingham Business School and an International visiting professor. Christopher Nobes is Professor of Accounting at Royal Holloway, University of London and at the University of Sydney, Australia.
Comparative International Accounting
Edition 14
Christopher Nobes

Rights sold Chinese Simplified, English Adaptation (China)

9781292296463
Previous edition 9781292081908
Publication date 2020-03-26
Pearson
Pages 640
RRP £62.99

Short description
Comparative International Accounting 14e, by Nobes and Parker explores the conceptual and contextual foundations of International Financial Reporting Standards (IFRS), contrasting them with US generally accepted accounting principles (US GAAP). It also examines international differences in IFRS practices and the accounting differences that remain between countries such as China, France, German and Japan.

Discipline/Subject
Accountancy

Author bio
Christopher Nobes is Professor of Accounting at Royal Holloway (University of London) and at the University of Sydney. He was a representative on the board of International Accounting Standards Committee from 1993 to 2001.
Short description
Gain a complete grounding in Accounting and Finance and develop skills to work with financial information. Accounting and Finance: An Introduction 10th Edition by Eddie McLaney and Peter Atrill contains all the information on Accounting and Finance that students need to start their career in business. With an emphasis on introducing topics in a step-by-step and accessible way, students will be taught how to understand and use financial information and reports, and will gain an appreciation of the key roles that both accounting and finance have to play in business decision-making.

Discipline/Subject
Accountancy
Management Accounting for Decision Makers
Edition 10
Peter Atrill

Rights sold: English [China]

9781292349459
Previous edition 9781292204574
Publication date 2021-02-25
Pearson
Pages 632
RRP £51.99

Short description
For Management Accounting modules on undergraduate and MBA courses. Understand management accounting principles and techniques, and develop skills to make informed business decisions. Management Accounting for Decision Makers 10e by Peter Atrill and Eddie McLaney teaches students how to make the best choices in business and management roles, and introduces them to essential management accounting concepts and methods with a focus on their significance to real-life decision making.

Discipline/Subject
Accountancy

Author bio
Peter Atrill is a freelance academic & author who has worked with leading institutions in the UK, Europe and South-East Asia. Eddie McLaney is an academic author with several years experience of teaching Accounting and Finance.
Edition 7
Tracie Miller-Nobles

Short description
For courses in financial and managerial accounting. Expanding on proven success with Horngren's accounting Horngren's Financial and Managerial Accounting, The Financial Chapters presents the core content of principles of accounting courses in a fresh format designed to help today's learners succeed. As teachers first, the author team knows the importance of delivering a student experience free of obstacles. Their pedagogy and content uses leading methods in teaching students critical foundational and emerging topics in the field of accounting and concentrates on improving student results.

Discipline/Subject
GE: Accountancy (Global Ed)

Author bio
Tracie L. Miller-Nobles, CPA, received her bachelor's and master's degrees in accounting from Texas University and is currently pursuing her PhD in adult learning also at Texas University.
Horngren's Financial & Managerial Accounting, The Managerial Chapters [Global Edition]
Edition 7
Tracie Miller-Nobles

Short description
Horngren's Financial and Managerial Accounting, The Managerial Chapters presents the core content of principles of accounting courses in a fresh format designed to help today's learners succeed. As teachers first, the author team knows the importance of delivering a student experience free of obstacles. Their pedagogy and content uses leading methods in teaching students critical foundational topics and concentrates on improving student results—all tested in class by the authors themselves.

Discipline/Subject
GE: Accountancy (Global Ed)
Short description
This is a Pearson Global Edition. The Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. Thinking like an accountant isn’t just rote memorization of accounting rules. It’s developing the judgment and decision-making skills needed to form accounting estimates and critically evaluate financial statements. With its focus on conceptual framework fundamentals and critical thinking, this title gives students the opportunity to develop problem-solving skills, apply their judgment and work with real company financials.

Discipline/Subject
MGE: Accountancy (Mech Ed)

Author bio
Elizabeth Gordon is a biologist, artist and author.
Introduction to Management Accounting [Global Edition]
Edition 17
Charles T. Horngren

Short description
In today's troubled economy it's important to show students how managerial decisions can affect business costs. Introduction to Management Accounting helps to enhance students' ability to make effective economic decisions by encouraging them to understand the inner-workings of the concepts rather than solely focusing on technique memorisation. Overall, this text describes both theory and common practices in a way that will help students produce information that's useful in day-to-day decision-making.

Discipline/Subject
GE: Accountancy (Global Ed)

Author bio
Edmund W. Littlefield Professor Emeritus of Accounting at Stanford University
Financial Accounting: International Financial Reporting Standards (IFRS) continues to give readers a solid foundation in the fundamentals of accounting and the basics of financial statements under IFRS, and then builds upon that foundation to offer more advanced and challenging concepts and problems. This approach helps students to better understand the meaning and relevance of financial information and develop the skills needed to analyze financial information in both their courses and careers.

Discipline/Subject
GE: Accountancy (Global Ed)
Accounting and Finance for Non-Specialists 12e
Atrill & McLaney

How will you generate sales with this product in 2022?

• Essential text, hugely popular with students

• Even more practice: 1500+ exercises, 545 algorithmic questions

• New articles/examples showing impact of Covid-19

• Updated content: ethics in accounting, corporate governance

• Perfect candidate for Custom!
Financial Accounting for Decision Makers 10e
Atrill & McLaney

How will you generate sales with this product in 2022?

- Easy to digest for non-accounting students
- Examples will help lecturers engage students and show applications. Includes impact of Covid pandemic
- Updated content: the latest thinking on what makes good auditing
- Better coverage of practice questions in MyLab
- Make links with applications with a narrative in MyLab that works alongside the book: Accounting in Action

ISBN: 9781292409184
Expected pub date: 01/03/2022
(Note: MyLab expected 2 May 2022)
Extent: 632pp
Previous ISBN: 9781292204482
How will you generate sales with this product in 2022?

• Major updates to content in some chapters
• New global examples (many from across the UK/Europe)
• More opportunity for practice
• Increased coverage of latest trends and topics. Data analytics, big data, ethics, and the COVID-19 pandemic.
• Updated Nike 10-K Form: appendix and problems
Financial Accounting & Reporting 20e
Elliott & Elliott

How will you generate sales with this product in 2022?

- Ideal for Year 2 or 3 modules
- Updated illustrations from real company reports
- New content on accountability, sustainability, ethical problems and the future of audit services
- Enhanced MyLab Accounting

ISBN: 9781292399805
Expected pub date: 01/03/2022
(Note: MyLab expected in April)
Extent: 832pp
Previous ISBN: 9781292255996
# Accounting Curriculum

## Introductory

**Financial Accounting**
- *Frank Wood's Business Accounting, 15e, New Edition*
  - alan.sangster@london.edu
  - 9781292366465

**Cost/Management Accounting**
- *Management Accounting, 10e, 2021*
  - P.K. Miller, W.B. Nobles
  - 9781292244419

**Combined Management/Financial**
- *Horngren's Financial & Managerial Accounting, The Financial Chapters, 7e, 2022*
  - Tracie L. Miller-Nobles, Brenda L. Mattison, Ella Mae Matsuura
  - TBA (prev. ed. ISBN 9781292246250)

## Intermediate

**Financial Statement Analysis**
- *Financial Accounting and Reporting, 19e, 2019*
  - Barry Elliott, Jamie Elliott
  - 9781292255996

**Intermediate Accounting**
- *Intermediate Accounting, Global Edition, 3e, 2021*
  - Alan Sangster
  - 9781292351686

**Taxation**
- *Melville's Taxation: Finance Act 2020, 26e, 2020*
  - Alan Melville
  - 9781292236707

**Econometrics**
- *Introduction to Econometrics, Global Edition, 4e, 2020*
  - James H. Stock, Mark W. Watson
  - 97812922664455

**Auditing**
- *Auditing and Assurance Services, Global Edition, 17e, 2020*
  - Randal J. Elder, Mark S. Beasley, Charles E. Huberts, Alvin A. Arens
  - 97812922311982

## Non-specialists

**Book-keeping**
- *Frank Wood's Book-keeping and Accounts, 9e, 2018*
  - Sheila Robinson, Frank Wood
  - 9781292291043

**Foundation Maths**
- *Foundation Maths, 7e, 2020*
  - Croft & Davison
  - 9781292289687

The titles with symbols on the page can be packaged with our MyLab and Revel products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.

- **MyLab Accounting**
- **MyLab Math**
- **MyLab Economics**
- **Revel**
- **Enhanced eBook**
Advanced Options

Auditing
- Auditing and Assurance Services, Global Edition, 17e 2020
  Randal J. Elder, Mark S. Beasley, Chris E. Hogan, Alvin A. Arens
  9781292211982

Accounting Information Systems
  Marshall B. Romney, Paul L. Steinbart
  9781292353654

Ethics
- Accountability, Social Responsibility & Sustainability: Accounting for Society & the Environment 2014
  Rob Gray
  9780273681380

Strategic Management Accounting
- Management Accounting for Decision Makers, 10e 2021
  Peter Atrill, Eddie McLaney
  9781292349459

Management Control
- Management Control Systems, 4e 2018
  Kenneth A. Merchant, Wim A. Van der Stede
  9781292210554

Ethics
- Accountability, Social Responsibility & Sustainability: Accounting for Society & the Environment 2014
  Rob Gray
  9780273681380

Advanced Accounting
- Advanced Accounting, Global Edition 2018
  Floyd Beams, Joseph Anthony, Bruce Bettinghaus, and Kenneth Smith
  9781292214597

Advanced Accounting
- Advanced Accounting, Global Edition 2018
  Floyd Beams, Joseph Anthony, Bruce Bettinghaus, and Kenneth Smith
  9781292214597

Forensic Accounting
- Forensic Accounting, Global Edition, 1e 2016
  Robert Rufus, Laura Miller & William Hahn
  9781292059372

Advanced Accounting
- Advanced Accounting, Global Edition 2018
  Floyd Beams, Joseph Anthony, Bruce Bettinghaus, and Kenneth Smith
  9781292214597

International Reporting
  Alan Melville
  9781292293127

Melville's Taxation: Finance Act 2020, 26e 2020
- Melville’s Taxation: Finance Act 2020, 26e 2020
  Alan Melville
  9781292360713

Advanced Accounting
- Advanced Accounting, Global Edition 2018
  Floyd Beams, Joseph Anthony, Bruce Bettinghaus, and Kenneth Smith
  9781292214597

The titles with symbols on the page can be packaged with our MyLab and Revel products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.
Short description
For courses in intermediate microeconomics. Using microeconomics to analyze and resolve real-world policy and business problems. Microeconomics presents economic theory in the context of real, data-driven examples and then develops students' intuition through Solved Problems. The text places emphasis on modern theories that are useful in analyzing actual markets, while a step-by-step problem-based learning approach demonstrates how to use these theories to solve business problems and analyze policy. The 9e has been substantially updated with new or revised examples, applications and problems so students can see how real-world decisions being made in today's firms and policy debates.

Discipline/Subject
Economics

Author bio
Jeffrey M. Perloff is a professor in the Department of Agricultural and Resource Economics at the University of California at Berkeley.
Short description
The relevance of economics, shown through real-world business examples Economics, Updated Edition makes economic principles relevant by demonstrating how real businesses use them to make decisions. For instructors, it eases the challenge of conveying how these principles directly impact students' lives. The digitally updated 8e includes fully revised content, figures, examples and features that incorporate the effects of the recent global pandemic on households, firms and economic policy. No matter their career path, whether it's opening an art studio, trading on Wall Street or bartending at the local pub, students will benefit from grasping the economic forces behind their work.

Discipline/Subject
Economics

Author bio
Glenn Hubbard, policymaker, professor, and researcher. Hubbard is Dean emeritus and Russell L. Carson Professor of Finance and Economics in the Graduate School of Business at Columbia University and professor of economics in Columbia's Faculty of Arts and Sciences.
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
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

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
Economic Development, the leading textbook in this field, provides your students with a complete and balanced introduction to the requisite theory, driving policy issues, and latest research. Todaro and Smith take a policy-oriented approach, presenting economic theory in the context of critical policy debates and country-specific case studies, to show how theory relates to the problems and prospects of developing countries.

Discipline/Subject
Economics
Short description
Acquire the key mathematical skills you need to master and succeed in economics. Essential Mathematics for Economic Analysis, 6th edition by Sydsaeter, Hammond, Strom and Carvajal is a global best-selling text that provides an extensive introduction to all the mathematical tools your students need to study economics at intermediate level. This book has been applauded for its scope and covers a broad range of mathematical knowledge, techniques and tools, progressing from elementary calculus to more advanced topics.

Discipline/Subject
Economics

Author bio
The late Knut Sydsaeter was Emeritus Professor of Mathematics in the Economics Department at the University of Oslo, where he had taught mathematics for economists for over 45 years. Peter Hammond is currently Professor of Economics at the University of Warwick.
Short description
Macroeconomics: A European Perspective, 4th edition, is based on the best-selling US text by Olivier Blanchard and presents an integrated, global view of macroeconomics, showing the connections between goods markets, financial markets, and labour markets worldwide. This is a book rooted in the real-world: from the major economic crisis of the late 2000s to the profound economic effects caused by the COVID-19 pandemic, from monetary policy in the US, to Brexit, the problems of the Euro area and growth in China.

Discipline/Subject

Author bio
Olivier Blanchard is one of Prentice Hall’s most notable economics authors. After graduating with his Ph.D. in economics from MIT, he taught at Harvard and MIT as a Professor of Economics.
Short description
This title is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. Microeconomics: Theory and Applications with Calculus 5e, Global Edition remains the premiere microeconomics text to marry formal theory with robust, thoroughly analyzed real-world problems. Intended as an intermediate microeconomics text, Perloff introduces economic theory through a combination of calculus, algebra, and graphs.

Discipline/Subject
MGE: Economics (Mech Ed)
Short description
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 optimisation, 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
MGE: Economics (Mech Ed)

Author bio
Daron Acemoglu is Charles P. Kindleberger Professor of Applied Economics at MIT and a Research Associate of the National Bureau of Economic Research
Short description
This is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the US. Throughout Economics 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.

Discipline/Subject
GE: Economics (Global Ed)

Author bio
Daron Acemoglu is the Elizabeth and James Killian Professor of Economics in the Department of Economics at the Massachusetts Institute of Technology. He has received a BA in economics from University of York, an MSc in mathematical economics and econometrics from the London School of Economics and a PhD in economics from the London Schoolof Economics.
Short description
This is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. Throughout Macroeconomics 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.

Discipline/Subject
GE: Economics (Global Ed)
Short description
Challenging students to use original scholarship to recognize and analyze patterns in world politics, this bestselling reader considers how to effectively understand politics under governments and beyond. Carefully edited selections cover the most essential topics and are put into conversation with each other to illustrate fundamental debates and differing points of view. Comprehensive and engaging, International Politics offers the best overview of the discipline as well as the forces shaping the world today.

Discipline/Subject
GE: Economics (Global Ed)

Author bio
Robert J. Art is Christian A. Herter Professor of International Relations at Brandeis University, Research Associate at Harvard University's Olin Institute of Strategic Studies, Senior Fellow in M.I.T.'s Security Studies Program, and Director of M.I.T.'s Seminar XXI Program.
The Economics of Money, Banking and Financial Markets, Global Edition
Edition 13
Frederic Mishkin

Rights sold
9781292409481
Previous edition 9781292268859
Publication date 08-07-2021
Pearson
Pages
RRP £60.99

Short description
This is a Pearson Global Edition. The Editorial team at Pearson worked closely with educators around the world to include content which is especially relevant to students outside the US. Economics of Money, Banking and Financial Markets brings a fresh perspective to today’s major questions surrounding financial policy. The author, Influenced by his term as Governor of the Federal Reserve, offers students a unique viewpoint and informed insight into the monetary policy process, the regulation and supervision of the financial system and the internationalization of financial markets.

Discipline/Subject
MGE: Economics (Mech Ed)

Author bio
Frederic S. Mishkin is the Alfred Lerner Professor of Banking and Financial Institutions at the Graduate School of Business, Columbia University.
Short description
Challenging students to use original scholarship to recognize and analyze patterns in world politics, this bestselling reader considers how to effectively understand politics under governments and beyond. Carefully edited selections cover the most essential topics and are put into conversation with each other to illustrate fundamental debates and differing points of view. Comprehensive and engaging, International Politics offers the best overview of the discipline as well as the forces shaping the world today.

Discipline/Subject
GE: Economics (Global Ed)
Short description
A balanced approach to theory and policy applications. International Economics: Theory and Policy provides engaging, balanced coverage of the key concepts and practical applications of the two main topic areas of the discipline. For both international trade and international finance, an intuitive introduction to theory is followed by detailed coverage of policy applications. With this new 12e, the author team continues to set the standard for International Economics courses.

Discipline/Subject
GE: Economics (Global Ed)

Author bio
Paul Krugman is a recipient of the 2008 Nobel Memorial Prize in Economic Sciences, taught at Princeton University for 14 years.
Short description
The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the US. For courses in international economics, finance & 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, 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
GE: Economics (Global Ed)
Economics 11e, Sloman, Garratt & Guest

How will you generate sales with this product in 2022?

- **Currency** – data & content
- Coverage of impact of Covid, Brexit, climate crisis & mass migration
- Supports diverse ability in 2022 student cohorts
- MyLab & Revel – 2 different solutions to suit different teaching methods and challenges
- Over 170 case studies + applications & data updated to July 2021
- Regularly updated blog/newsite linked to chapters & topics
- Excellent supplements for lecturers & students including animated walk through models with audio, workshops & cases

ISBN: 9781292405339
Expected pub date: 15/12/2021
Extent: 1008pp
Previous ISBN: 9781292187853
Economics (European), 11e by Parkin, Powell & Matthews

How will you generate sales with this product in 2022?


- **Economics in the News** and At Issue boxes in the book help students to think like economists by connecting chapter tools to the real world and all of them have all been updated to reflect current issues.

- **MyLab** updated with over 300 new questions as a solution to suit different teaching methods, assessment & challenges. EIN updated weekly on the MyLab for instructors to discuss in class.
How will you generate sales with this product in 2022?

- For courses that require more global content or courses with higher international enrollment
- MyLab Economics with 31 new videos based on the *Economics in the News* and *Economics in Action* boxes, each accompanied by a short quiz
- DSMs, digital interactives, experiments, real-time data problems, and algorithmically variated problems
- Course with prebuilt assignments in Prepare-Apply-Assess
- Standalone Pearson eText with videos and interactive self-assessment
The titles with symbols on the page can be packaged with our MyLab and Revel products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.

- MyLab Statistics
- MyLab Math
- MyLab Economics
- Revel
- Enhanced eBook
### Economics Curriculum

#### Year 2

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#### Year 3

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The titles with symbols on the page can be packaged with our MyLab and Revel products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.
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.
Author bio
David K. Eiteman is Professor Emeritus of Finance at the John E. Anderson Graduate School of Management at UCLA
Short description
This is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. Options, Futures, and Other Derivatives gives readers a modern look at the derivatives market. By incorporating the industry’s hottest topics, such as the securitization and credit crisis the author helps bridge the gap between theory and practice.

Discipline/Subject
MGE: Finance (Mech Ed)

Author bio
John Hull is the Maple Financial Professor of Derivatives and Risk Management at the Joseph L. Rotman School of Management, University of Toronto
Short description
This is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. For introductory courses in managerial finance. Using financial concepts to solve real-world problems with a proven teaching and Learning System is 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.

Discipline/Subject
MGE: Finance (Mech Ed)

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.
Principles of Risk Management and Insurance, Global Edition
Edition 14
George E. Rejda

Short description
This is a Pearson Global Edition. The Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. For undergraduate courses in risk management and insurance. Principles of Risk Management and Insurance provides an in-depth examination of major risk themes. Using rich and up-to-date content on the basic concepts of risk and insurance and introductory and advanced topics in traditional and enterprise risk management, the text is relevant to a wide number of disciplines in the business realm. Fully updated and revised.

Discipline/Subject
MGE: Finance (Mech Ed)

Author bio
George E. Rejda Ph.D., CLU is Emeritus Professor of Finance at the University of Nebraska - Lincoln.
Short description
The questions have been designed to help readers study on their own and test their understanding of the material. They range from quick checks on whether a key point is understood to much more challenging applications of analytical techniques. Some prove or extend results presented in the book. To maximize the benefits from this book readers are urged to sketch out their own solutions to the questions before consulting mine.

Discipline/Subject
MGE: Finance (Mech Ed)
Short description
The Pearson Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. For MBA/graduate students taking a course in corporate finance. An emphasis on modern theory blended with practice elevates students financial decision making. Using the valuation framework based on the Law of One Price, the authors have set the new canon for corporate finance textbooks. The 5e blends coverage of time-tested principles and the latest advancements with the practical perspective of the financial manager.

Discipline/Subject
GE: Finance (Global Ed)

Author bio
Jonathan Berk is the AP Giannini Professor of Finance at the Graduate School of Business, Stanford University and is a Research Associate at the National Bureau of Economic Research.
How will you generate sales with this product in 2022?

- Problem-solving methodology through real-life financial management practices
- Updated with new data, examples, and exercises
- MyLab Finance with Dynamic Study Modules, auto-graded Excel projects, and algorithmic questions
- Course with prebuilt assignments in Prepare-Apply-Assess
- Pearson eText with videos and self-assessment
Corporate Finance: The Core 5e GE, Berk

How will you generate sales with this product in 2022?

• Split of the big book, meant for MBA/graduate students
• Rich in examples, data, and interviews
• MyLab Finance with Dynamic Study Modules, auto-graded Excel projects, and algorithmic questions
• Course with prebuilt assignments in Prepare-Apply-Assess
• Pearson eText with videos and self-assessment
## Finance Curriculum

### Year 1

#### Quantitative Methods
- **Quantitative Approaches in Business Studies**, 8e 2012
  - Clare Morris
  - 9780273738633

#### Foundations
- **Foundations of Finance**, 10e 2020
  - Arthur J. Keown, John D. Martin, J. William Petty
  - 9781292131983

#### Intro to Banking
- **Introduction to Banking**, 2e 2015
  - Barbara Casu, Claudia Girardone, Philip Molyneux
  - 9780273737158

#### Business Statistics
- **Statistics for Economics, Accounting and Business Studies**, 7e 2017
  - Michael Barrow
  - 9781292118703

### Year 2

#### Investments
- **Fundamentals of Investing**, 14e 2020
  - Michael Barrow
  - 9781292031667

#### International Finance
- **International Financial Reporting**, 7e 2019
  - Alan Melville
  - 9781292039317

#### Management
- **Fundamentals of Corporate Finance, Global Edition**, 5e 2020
  - Jonathan Berk, Peter DeMarzo
  - 9781292030415

#### Financial Markets and Institutions
- **Options, Futures and Other Derivatives**, 9e 2018
  - John Hull
  - 9781292123800

#### Options/Futures/Derivatives
- **Options, Futures and Other Derivatives**, Global 9e 2018
  - John Hull
  - 9781292123800

#### Multinational Finance
- **Fundamentals of Multinational Finance**, 6e 2021
  - Michael H. Moffett, Arthur I. Stonehill, David K. Eiteman
  - 9781292020150

The titles with symbols on the page can be packaged with our MyLab and Horizon products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.

- MyLab Finance
- MyLab Math
- MyLab Economics
- Horizon
- Enhanced eBook

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Finance Curriculum

The titles with symbols on the page can be packaged with our MyLab and Horizon products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.

- MyLab Finance
- MyLab Math
- MyLab Economics
- Horizon
- Enhanced eBook
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
Jay Heizer

Rights sold
9780137476312
Previous edition 9780135225899
Publication date 31-03-2022
Pearson
Pages
RRP $104.99

Short description
Operations Management: Sustainability and Supply Chain Management focuses on the key strategic decisions of operations managers. The text also provides behind-the-scenes insights into how operations work within an organization. In this 14e, a wealth of examples, solved problems, homework assignments, cases and other learning resources help students better understand concepts important to today's operations management professionals. The text is organized around 10 key OM Strategy Decisions and the techniques for making these decisions. Global Company Profiles open each chapter and describe how well-known firms achieve a competitive advantage using the OM techniques later discussed in the chapter.

Discipline/Subject
Operations Management

Author bio
Jay Heizer The Jesse H. Jones Professor Emeritus of Business Administration, Texas Lutheran University, Seguin, Texas. He received his BBA and MBA from the University of North Texas and his PhD in Management and Statistics from Arizona State University.
Short description
For principles of management courses. A concise look at vital management concepts and their application in the real world. Management: An Interactive Approach helps students develop the critical-thinking skills needed to make them tomorrow's successful managers and business leaders. This 1e examines foundational management concepts, weaving topics throughout each chapter and integrating global, inclusive, and ethical perspectives into real-world examples. Using the Revel® platform and an abundance of integrated videos, case studies, and assessment questions, the text helps equip students for the 21st century workplace.

Author bio
Kelly Mollica is an Instructor of Management in the Fogelman College of Business and Economics at the University of Memphis. Dr. Mollica has a PhD in Business Administration from the Smeal College of Business at the Pennsylvania State University.
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.
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.
Pearson eText for Processes, Systems, and Information: An Introduction to MIS -- Instant Access
Edition 4
Earl H. McKinney Jr.

Rights sold
9780136926078
Previous edition
Publication date 15-07-2021
Pearson
Pages
RRP $39.96

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.
MyLab Operations Management with Pearson eText -- Combo Access Card -- for Operations Management: Sustainability and Supply Chain Management
Edition 14
Jay Heizer

Rights sold

9780137649464
Previous edition 9780135662120
Publication date 03-01-2022
Pearson
Pages
RRP $114.99

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.
Short description
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.
Short description
For international business courses. Develop cultural understanding in international business Revel® International Business: The Challenges of Globalization is a brief, yet comprehensive intro to the difficulties of global entrepreneurship. It examines the cultural barriers that can arise in international business (IB) and the theory and terminology essential to conducting successful business abroad. With coverage of major IB topics, engaging features and real-world examples, the authors present a fresh take on the subject. The 10e has been thoroughly updated with ongoing changes in IB to ensure that it remains current and relevant to those pursuing a career as a global entrepreneur.

Discipline/Subject
International Business

Author bio
John J. Wild is a distinguished Professor of Business at the University of Wisconsin at Madison. He received his BBA, MS, and PhD degrees from the University of Wisconsin at Madison. international conferences.
Short description
For undergraduate and postgraduate students taking modules in international business, international strategy and global business practice. Explore and understand international business through practical, theory and analytical frameworks. International Business, 8e, by Collinson, Narula and Rugman presents students with data and evidence to map trends, make predictions and take on the role of decision makers in business and governments to enable them to lead organisations with real insight in a complex, global environment.

Discipline/Subject
Strategy & Int Bus

Author bio
Simon Collinson is Deputy Pro-Vice Chancellor, Director of the City-Region Economic Development Institute (City-REDI) and Professor of International Business and Innovation at the University of Birmingham, UK.
Short description
For undergraduate and postgraduate students in management consulting and MBA courses with a consulting module. Gain consulting insights into business decision making in today's environment. Business and Management Consulting 6e, by Wickham and Wilcock, was first published as Management Consulting over 20 years ago to guide students through the consultancy process. This new, renamed edition reflects the way in which the consulting world has changed over the past two decades.

Discipline/Subject
Strategy & Int Bus

Author bio
Ouise Wickham is the Director of Wickham Consulting Services Ltd and a practising consultant specialising in strategy and marketing.
Short description
For undergraduate business and management courses, as well as CIPD-accredited courses. Develop skills to put theory into practice, using academic research and current issues. Human Resource Management 11e, by Torrington, Hall, Taylor & Atkinson is praised for its comprehensive scope of topics and coverage of important HRM issues. It is a great introduction to human resources for students pursuing undergraduate business and management courses, as well as those on CIPD accredited courses.

Discipline/Subject
Management OB and HRM

Author bio
Derek Torrington is Emeritus Professor of Management at the University of Manchester
Short description
Work Psychology: Understanding Human Behaviour in the Workplace 7e, by Arnold, Coyne, Randall and Patterson is an accessible and fascinating examination of human behaviour in today's workplace, written by authors who are all experts in their fields. Substantially updated with new chapters from new authors, and new material that reflects current research and debate in the area, the text retains its popular blend of theory, research and engaging examples.

Discipline/Subject
Management OB and HRM

Author bio
John Arnold is Professor of Organisational Behaviour in the School of Business and Economics at Loughborough University.
Innovation Management and New Product Development
Edition 7
Paul Trott

Short description
Explore key concepts of managing innovation and engage with latest developments in the field Innovation Management and New Product Development 7e, by Trott is an established textbook on innovation management, management of technology, new product development and entrepreneurship. It provides an evidence-based approach to managing innovation in a wide range of contexts, including manufacturing, services, small to large organisations and the private and public sectors.

Discipline/Subject
Management OB and HRM

Author bio
Paul Trott is Professor of Innovation Management at the Business School, University of Portsmouth, and Professor of Innovation Management Entrepreneurship at Delft University of Technology, Netherlands
Author bio
Sheila Cameron has worked for the Open University Business School since its inception. She has been involved in its MBA programme since its earliest design stages in a variety of roles, including a period as MBA Director.
The Business Student's Handbook
Edition 7
Sheila Cameron

Rights sold
9781292304595
Previous edition 9781292088648
Publication date 2021-01-15
Pearson
Pages 544
RRP £29.99

Short description
Develop essential learning and employability skills to excel at business studies. The Business Student's Handbook 7e, by Cameron brings together personal skills, study skills and employability skills to help students succeed in their academic and professional lives. Designed to support both online and face-to-face study, the book discusses transferable skills such as self-management, teamwork, planning and critical thinking to help students become highly desirable graduates.

Discipline/Subject
Academic and Professional Skills

Author bio
Sheila Cameron worked as a director of the Open University Business School. She was involved in the development of the school's pioneering MBA programme, and tutored undergraduate business-related courses for more than 20 years.
Organizational Change
Edition 6
Barbara Senior

Short description
For MBA and final year undergraduate students, as well as those studying specialist courses in Organizational Development and Change. Explore and resolve complex organisational change issues by applying theories into practice. Organizational Change 6e by Senior, Swailes and Carnall reflects a rapidly evolving world and explores how change has changed.

Discipline/Subject
Management OB and HRM

Author bio
Barbara Senior is a Chartered Occupational Psychologist who has published a number of books, articles and conference papers based on her research and activities.

Rights sold  English [India]

9781292243436
Previous edition 9781292063836
Publication date 2020-03-18
Pearson
Pages 456
RRP £52.99
The Mind and Heart of the Negotiator [Global Edition]
Edition 7
Leigh L. Thompson

Rights sold
9781292399461
Previous edition 9781292073330
Publication date 16-03-2021
Pearson
Pages 368
RRP £52.99

Short description
This is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. For undergraduate and graduate-level business courses that cover the skills of negotiation. Delve into the mind and heart of the negotiator to enhance your negotiation skills. The Mind and Heart of the Negotiator is dedicated to individuals who want to improve their ability to negotiate whether in multimillion-dollar business deals or personal interactions.

Discipline/Subject
MGE: Mgmt, OB, HRM (Mech Ed)

Author bio
Leigh L. Thompson joined the Kellogg School of Management in 1995. She is the J. Jay Gerber Distinguished Professor of Dispute Resolution and Organizations.
Organizational Behavior, Updated 18e, Global Edition
Edition 18
Stephen P. Robbins

Short description
This is a Pearson Global Edition. The Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. Long considered the standard for all organizational behavior textbooks Organizational Behavior provides the research you want, in the language your students understand. This text continues its tradition of making current, relevant research come alive for readers. The 17th Edition has been thoroughly updated to reflect the most recent research and business events within the field of organizational behavior worldwide.

Discipline/Subject
MGE: Mgmt, OB, HRM (Mech Ed)

Author bio
Stephen P. Robbins is Professor Emeritus of Management at San Diego State University and the world's best-selling textbook author in the areas of both management and organizational behavior.
Short description
This is a Pearson Global Edition. The Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. A streamlined presentation of key organizational behavior concepts. Currently in use at more than 500 colleges and universities worldwide. Essentials of Organizational Behavior 15e teaches students how to communicate and interact within organizations. The text uses real-world scenarios and offers comprehensive coverage of key organizational behavior concepts making each lesson engaging, relevant, and easy to absorb.

Discipline/Subject
MGE: Mgmt, OB, HRM (Mech Ed)

Author bio
Stephen P. Robbins worked for the Shell Oil Company and Reynolds Metals Company and has taught at various Universities. He is currently professor emeritus in management at San Diego State.
Short description
This is a Pearson Global Edition. The Editorial team at Pearson worked closely with educators around the world to include content which is especially relevant to students outside the US. Following in the wake of the digital revolution and the advent of social media, business communication has been hit by yet another revolutionary change: the rise of intelligent communication technology. In this 13e Excellence in Business Communication, the most significant and recent technology-related changes affecting the business world are thoroughly discussed.

Discipline/Subject
MGE: Mgmt, OB, HRM (Mech Ed)

Author bio
John V. Thill has been a leading textbook author for more than two decades, introducing millions of students to the fields of business and business communication.
Short description
This is a Pearson Global Edition. The Editorial team at Pearson worked closely with educators around the world to include content which is especially relevant to students outside the US. For courses in management. Human Resource Management provides students with an introduction to the daily tools and skills they'll need to function as successful managers - in both human resources and business in general. With a practical approach, the text explores the evolution of the field, highlighting the introduction of revolutionary new technologies and social media platforms.

Discipline/Subject
MGE: Mgmt, OB, HRM (Mech Ed)

Author bio
Gary Dessler is a Professor of Business at Florida International Univ. College of Business Administration in Miami, Florida, BSc of Science degree from New York Univ., a MSc degree from Rensselaer Polytechnic Institute & a Ph.D. in Business Administration
Short description
The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the US. For introductory business courses. The recent events in domestic and global economies are presenting unprecedented challenges, excitement and disappointments for businesses, including 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
GE: Mgmt, OB, HRM (Global Ed)

Author bio
Ronald J. Ebert is Emeritus Professor at the University of Missouri - Columbia. Professor Ebert’s work has been based on more than thirty years of teaching experience at such schools as Sinclair College, University of Washington, University of Missouri, University of Sibiu (Romania) & Consortium International University (Italy).
Revel for Communication: Principles for a Lifetime, Global Edition
Edition 8
Steven A. Beebe

Rights sold

9781292352077
Previous edition
Publication date 30-03-2022
Pearson
Pages
RRP $37.50

Short description
The Pearson Editorial team has worked closely with educators around the world to include content which is especially relevant to students outside the US. A five-principles approach that helps students build practical communication skills. Revel® Communication: Principles for a Lifetime was designed to address the biggest challenge when teaching Introduction to Communication: how to present the variety of fundamental theories and skills without overwhelming learners. By organizing the text around five key principles of communication, the authors help students to see the interplay among communication concepts, skills, and contexts. The 8e offers new Critical/Cultural Perspectives features that examine contemporary issues in communication and refreshed chapter-ending study guides that better reinforce the authors' five-principles approach.

Discipline/Subject
MGE: SSLH Other (Mech Ed)

Author bio
Steven A. Beebe is Regents' and University Distinguished Professor emeritus at Texas State University. He served as Chair of the Department of Communication Studies at Texas State for 28 years and concurrently as Associate Dean for 25 years.
Revel for Organisational Behaviour 1e, Southall

How will you generate sales with this product in 2022?

- Digital first Revel written for Revel, style and tone directly competes with King & Lawley text and complements Mullins/Buchanan texts (for UGs in post-92s).
- Modern and media rich content designed for OB modules with key coverage of topics and interactives for class prep & participation.
- Embedded MCQs, writing assessments and data analysis keep students on track, highlight areas where struggle and low activity.
- Concept checks, surveys and mini-sims let students test understanding in safe environment.
- Case studies enrich content, most are video cases with active learning journal writing tasks, plus 'as real' cases at EOC to apply theory to practice.
OB and Management Curriculum

**Introductory**

- **Marketing Management**
  - New Edition
  - Philip Kotler, Kevin Lane Keller
  - 97812921404813

- **Principles of Management**
  - Stephen P. Robbins, Mary A. Coulter
  - 9781292348883

- **Leadership**
  - Leadership in Organizations, Global Edition, 9e 2020
  - Gary Yukl, William Gantt III
  - 9781292313807

- **Consulting**
  - Business and Management Consulting: Delivering an Effective Project, 6e 2020
  - Louise Wickham, Jeremy Waddock
  - 9781292259499

- **International Management**
  - International Management: Managing Across Borders and Cultures, Text and Cases, Global Edition, 10e 2022
  - Helen Deresky
  - TBD

**Operations Management**

- **Operations Management**
  - Operations Management, 9e 2019
  - New Edition
  - Nigel Slack, Alistair Brandon-Jones
  - 978129233961

- **Supply Chain Management**
  - New Edition
  - Suresh Chopra
  - 9781292257891

- **Research Methods**
  - Exploring Research, Global Edition, 10e 2022
  - New Edition
  - Neil J. Salkind
  - 9781292264315

- **Management Skills**
  - The Business Students’ Handbook: Skills for Study and Employment, 7e 2022
  - New Edition
  - Sheila Cameron
  - 9781292304596

- **Quantitative Methods for Business**
  - Quantitative Analysis for Decision Makers, 7e 2020
  - New Edition
  - Mik Wisniewski
  - 9781292237661

The titles with symbols on the page can be packaged with our MyLab and Revel products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.
Marketing: An Introduction
[RENTAL EDITION]
Edition 15
Gary Armstrong

Rights sold  English (Adaptation)

9780137476459
Previous edition 9780135192122
Publication date 03-01-2022
Pearson
Pages
RRP $74.99

Short description
Marketing: An Introduction shows students how creating and capturing customer value drives effective marketing strategies. The 15th Edition reflects the major trends and shifting forces that impact marketing in this digital age of customer value, engagement and relationships. This in turn leaves students with a richer understanding of basic marketing concepts, strategies and practices. Through updated chapter-opening vignettes, Marketing at Work highlights, company cases and end-of-chapter exercises, students get ample practice applying marketing concepts to real-world company scenarios.

Discipline/Subject
Marketing

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
Short description
The world of marketing is changing every day and in order for students to have a competitive edge, they need a text that reflects the best and most recent marketing theory and practices. Marketing Management collectively uses a managerial orientation, an analytical approach, a multidisciplinary perspective, universal applications and balanced coverage to distinguish it from all other marketing management texts out there. Unsurpassed in its breadth, depth, and relevance, the 16e features a streamlined organization of the content, updated material and new examples that reflect the very latest market developments. After reading this landmark text, students will be armed with the knowledge and tools to succeed in the new market environment around them.

Discipline/Subject
Marketing(Imports)

Author bio
Philip Kotler is one of the world's leading authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University (emeritus). A master's degree at the University of Chicago and his PhD at MIT, both in economics.
Global Marketing
Edition 1
Svend Hollensen

Rights sold English Reprint (India), Chinese Simplified, English Reprint (China)

9781292251806
Previous edition 9781292100111
Publication date 2020-01-13
Pearson Higher Education
Pages 808
RRP £53.99

Short description
Global Marketing 8e, by Hollensen continues to be the most up-to-date and comprehensive text of its kind, with cutting-edge case studies and a focus on the impact of new technologies and perspectives on international marketing. For nearly twenty years this title has been the definitive, truly international guide to marketing. During that time, borders have become ever more transient and this book more central to the work of marketers all around the world.

Discipline/Subject
Marketing

Author bio
Svend Hollensen is Associate Professor of International Marketing at the University of Southern Denmark
Marketing Strategy and Competitive Positioning
Edition 7
Graham Hooley

Short description
Marketing Strategy and Competitive Positioning 7e, by Hooley, Nicoulaud, Rudd and Lee provides a deep understanding of the process of developing and implementing a rigorous marketing strategy. This book focuses on competitive positioning and includes in-depth discussions of the processes used within marketing to achieve competitive advantage in a business environment - by creating and sustaining superior performance in the marketplace.

Discipline/Subject
Marketing

Author bio
Graham Hooley is Emeritus Professor of Marketing at Aston University. He is a past President of the European Marketing Academy, Fellow of the Chartered Institute of Marketing, British Academy of Management, EMAC and the Higher Education Academy.
For undergraduate, postgraduate and MBA students, this highly successful textbook is an essential guide to Marketing Research. Understand theory and application of marketing research in a European context. Marketing Research: Applied Insight 6e, by Nunan, Birks and Malhotra is the leading marketing research text focused on the key challenges facing marketing research in a European context.
Exploring Public Relations and Management Communication
Edition 5
Ralph Tench

Rights sold
9781292321745
Previous edition 9781292112183
Publication date 2020-12-07
Pearson Education
Pages 672
RRP £47.99

Short description
Develop a clear understanding of the concepts and best practices in public relations. Exploring Public Relations and Management Communication 5e by Tench and Waddington is the definitive text on public relations. Blending theory with real-life applications, this book offers a critical analysis with updated case studies, exercises and discussion questions that provide students with a holistic subject understanding. A comprehensive coverage of the COVID-19 pandemic helps students understand the implications of this global crisis on public relations and strategic communication.

Discipline/Subject
Marketing

Author bio
Ralph Tench is Professor of Communication Education and Director of Research at Leeds Business School, Leeds Beckett University.
Short description
This book provides in-depth coverage of consumer behaviour and branding foundations of marketing communications, and all elements of the communications mix, including advertising, public relations, sponsorship, brand activation, direct marketing and exhibitions. Building on the success of the last edition, the 7th edition uses examples, case studies and research results from various countries, industries and markets to make the concepts more practice orientated and help your students grasp essential facts.

Discipline/Subject
Marketing

Author bio
Patrick De Pelsmacker is Professor of Marketing at the University of Antwerp and part-time Professor of Marketing at Ghent University. He has co-authored textbooks on marketing communications and marketing research techniques.
Integrated Advertising, Promotion, and Marketing Communications, Global Edition
Edition 9
Kenneth E Clow

Rights sold

9781292411217
Previous edition 9781292222691
Publication date 08-04-2021
Pearson
Pages 472
RRP £57.99

Short description
This is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the US. Integrated Advertising, Promotion and Marketing Communications 9e speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. It champions the importance of weaving together all marketing activities into one clear message and voice, and helps students understand how communications are produced and transmitted.

Discipline/Subject
GE: Marketing (Global Ed)

Author bio
Kenneth E. Clow held the rank of Emeritus Professor at the University of Louisiana at Monroe.
Short description
The world of marketing is changing everyday—and in order for students to have a competitive advantage, they need a textbook that reflects the best of today's marketing theory and practices. Marketing Management is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice.

Discipline/Subject
MGE: Marketing (Mech Ed)

Author bio
Philip Kotler is the S.C. Johnson Distinguished Professor of Marketing at the J.L. Kellogg Graduate School of Management, Northwestern University.
How will you generate sales with this product in 2022?

• Acclaimed structure retained to provide clear sequence required to plan successfully in digital marketing and start ups.
• Increased diversity within case studies (more startups and not-for-profit).
• Focus on digital data, analytics and insight to learn about customers and increase relevance and response.
• Simplified chapter introductions and new videos.
• Updated examples of deploying organic and paid social media.
The Practice of Market Research 5e, McGivern

How will you generate sales with this product in 2022?

- Coverage of research design, sampling, use of secondary data, qualitative data analysis, quantitative data collection.
- New chapter on data mining and data analytics in a market research context.
- Market insights from companies such as BBC, Formula One, Glaxo Smith Kline, IBM, PayPal, Unilever and Volvo.
- Real-world social research examples on Covid-19 pandemic, anti-social behaviour, HIV, cancer support and more.
- Insight into day-to-day tasks of a researcher with guidance.
How will you generate sales with this product in 2022?

- Builds on classic examples, core concepts, and logical structure that made the 1e a landmark text.
- Redesigned to reflect how MM is now taught.
- Pedagogy emphasizes real-world, relevant marketing examples and engages students through practical application of concepts.
- Gives students a strategic perspective to broaden understanding.
- Fundamental strengths: *managerial orientation, analytical approach, multidisciplinary perspective, universal applications, comprehensive coverage.*
Marketing 15e, Armstrong

How will you generate sales with this product in 2022?

• Provides a wealth of chapter-opening, within-chapter, and end-of-chapter learning features that help students to learn, link, and apply major concepts.

• Fresh coverage of both traditional marketing areas and fast-changing topics such as digital, mobile, and social media marketing.

• Digital marketing chapter (Chapter 14) is retitled, heavily restructured, and revised.

• New coverage of how companies are dealing with recent major disruptions in the marketing environment due to COVID-19.

• Global marketing and sustainable marketing chapters (Chapters 15 and 16) have both been significantly restructured and revised.
Marketing 11e, Solomon

How will you generate sales with this product in 2022?

• Conversational, jargon-free, and not overly academic style of writing that students enjoy reading.

• Expanded discussion of the most important social media platforms for marketers, including Instagram, YouTube, TikTok, Snapchat, and Twitch.

• Coverage of how the COVID-19 pandemic has affected both online and offline retailers, growth in re-commerce, pricing strategies, etc.

• New and updated Real People vignettes and Marketing in Action cases.
Revel for Principles of Marketing 1e, Owusu-Barnaby

How will you generate sales with this product in 2022?

- Digital first Revel – written and designed for Revel.
- Aimed at students studying undergraduate Principles of Marketing modules over one or two semesters.
- Real world examples and practical application of skills, including "Think Like A Marketer" exercises at the end of every chapter.
- Author voice DE&I/issue focused.
- Packed with digital content to engage and reinforce both digital and traditional marketing concepts.

ISBN: 9781292296159
Expected pub date: 01/06/2022
Extent: 12 Chapters
Previous ISBN: n/a
Year 1

**Introduction to Marketing – 1 Semseter**
- Essentials of Marketing, 7e
  - 2019
  - Jim Blythe, Jan Martin
  - 9781292244105
  - 2020
  - Gary Armstrong, Philip Kotler, Marc Oliver Opresnik
  - 9781292294865
- Marketing: Real People, Real Decisions, 3e
  - 2019
  - 9781292227191
- Marketing: Real People, Real Choices, Global Edition, 9e
  - 2020
  - Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart
  - 9781292221083
- Principles of Marketing, 8e
  - 2020
  - Philip Kotler, Gary T. Armstrong, Lloyd C. Harris, Hongwei He
  - 9781292288966

**Introduction to Marketing – 2 Semseter**
- Essentials of Marketing, 3e
  - 2013
  - Francis Brassington, Stephen Petitt
  - 9780273727644
  - 2020
  - Gary Armstrong, Philip Kotler, Marc Oliver Opresnik
  - 9781292294865
- Marketing: Real People, Real Decisions, 3e
  - 2019
  - 9781292227191
- Marketing: Real People, Real Choices, Global Edition, 9e
  - 2020
  - Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart
  - 9781292221083
- Principles of Marketing, 8e
  - 2020
  - Philip Kotler, Gary T. Armstrong, Lloyd C. Harris, Hongwei He
  - 9781292288966

Year 2–4 Core

**Digital Marketing**
- Digital Marketing, 7e
  - 2019
  - Dave Chaffey, Fiona Ellis-Chadwick
  - 9781292241579
- Marketing Communications, A European Perspective, 7e
  - 2022
  - Patrick De Pelsmacker, Maggie Geuens, Joeri Van Den Bergh
  - 9781292234977
  - 2019
  - Sandra Morarity, Nancy Mitchell, William D. Wells and Charles Wood
  - 9781292226262
- Integrated Advertising, Promotion and Marketing Communications, Global Edition, 9e
  - 2022
  - Kenneth E. Clow, Donald E. Baack
  - 9781292222269

**Marketing Communications**
- Marketing Communications: Touchpoints, sharing and disruption, 8e
  - 2019
  - Chris Filt, Sarah Turnbull
  - 9781292234977
- Marketing Communication, A European Perspective, 7e
  - 2022
  - Patrick De Pelsmacker, Maggie Geuens, Joeri Van Den Bergh
  - 9781292237891
  - 2019
  - Sandra Morarity, Nancy Mitchell, William D. Wells and Charles Wood
  - 9781292226262
- Integrated Advertising, Promotion and Marketing Communications, Global Edition, 9e
  - 2022
  - Kenneth E. Clow, Donald E. Baack
  - 9781292222269

**Global Marketing**
- Global Marketing, Be
  - 2020
  - Svend Hollensen
  - 9781292251806
- International Marketing and Export Management, Be 2016
  - Gerald Albaum, Alexander Joossenn, Edwin Druen
  - 9781292016924
- Global Marketing, Global Edition
  - 2020
  - Mark C. Green, Warren J. Keegan
  - 9781292241579

The titles with symbols on the page can be packaged with our MyLab and Horizon products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.

- **MyLab Marketing**
- **Enhanced eBooks**
- **Horizon**
- **Revel**
## Marketing Curriculum

### Year 2–4 Optional

#### Product Development
- **Trott-Trott: Innovation Mgmt, 7e 2021**
  - Paul Trott
  - ISBN: 9781260115223

#### Marketing Management
- **Marketing Management: A relationship approach, 4e 2019**
  - Svend Hollensen
  - ISBN: 9781260278851
- **Marketing Management, 4e 2019**
  - Philip Kotler, Kevin Lane Keller
  - ISBN: 9781292248448
  - Philip Kotler, Kevin Lane Keller
  - ISBN: 9781292050261
- **Marketing Research: Applied Insight, 6e 2020**
  - Dan Homan, David F. Brks, Naneish K. Malhotra
  - ISBN: 9781292265636
  - Naneish K. Malhotra
  - ISBN: 9781292050163
- **Essentials of Marketing Research, Global Edition 2015**
  - Naneish K. Malhotra
  - ISBN: 9781292050163
- **Marketing Research, Global Edition, 9/e 2020**
  - Alvin C. Burns and Ann F. Weick
  - ISBN: 9781292185042

#### Marketing Research
  - Naneish K. Malhotra
  - ISBN: 9781292050163
- **Essentials of Marketing Research, Global Edition 2015**
  - Naneish K. Malhotra
  - ISBN: 9781292050163
- **Marketing Research, Global Edition, 9/e 2020**
  - Alvin C. Burns and Ann F. Weick
  - ISBN: 9781292185042

#### Marketing Strategy
- **Marketing Strategy and Competitive Positioning, 7e 2020**
  - Graham Hookey, Brigitte Nicoulaud, Nigel Piercy, John Rudd, Nick Lee
  - ISBN: 9781292276540

#### Service Marketing
- **Essentials of Services Marketing, 3/e 2018**
  - Jochen Wirtz, Christopher H. Lovelock
  - ISBN: 9781292089959

#### Cross-over Courses

### Strategic Management
- **Exploring Strategy, Text and Cases, 13/e 2020**
  - Richard Whittington, Patrick Regner, Duncan Angus, Garry Johnson, Kevan Scholes
  - ISBN: 9781260238246
- **Fundamentals of Strategy, 5/e 2021**
  - Garry Johnson, Kevan Scholes, Richard Whittington, Patrick Regner, Duncan Angus
  - ISBN: 9781260238253
  - Jay B. Barney and William S. Hesterly
  - ISBN: 9781260238246
  - Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman and Charles E. Bamford
  - ISBN: 9781260238246

### Research Methods
- **Doing Research in Business and Management, 2/e 2018**
  - Mark N. K. Saunders, Philip Lewis
  - ISBN: 9781260133522
- **Research Methods for Business Students, 8/e 2019**
  - Mark N. K. Saunders, Adrian Thorhill, Philip Lewis
  - ISBN: 9781260208787

The titles with symbols on the page can be packaged with our MyLab and Horizon products, or are available in alternative formats. These resources are designed to improve results and help you achieve your course goals.
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
Revel for Organizational Behavior -- Access Card
Edition 19
Stephen P. Robbins

Rights sold
9780137474677
Previous edition 9780134731438
Publication date 03.01.2022
Pearson
Pages
RRP $99.99

Short description
For undergraduate and graduate courses in organizational behavior.
The world's most successful organizational behavior text
Revel® Organizational Behavior provides the information you want, in the
language your students understand.
Reflecting the most recent research and events within the field of OB, the 19th
Edition continues its hallmark focus on clear writing, cutting-edge content, and
intuitive pedagogy. There's a reason why Robbins and Judge's OB textbooks
have educated millions of students and have been translated into 20 languages
- because of a commitment to provide engaging, cutting-edge material that
helps students understand and connect with this important field of study.

Discipline/Subject
Organizational Behaviour

Stephen P. Robbins is Professor Emeritus of Management at San Diego State University.
Timothy A. Judge is the Joseph A. Alutto Chair in Leadership Effectiveness, and Executive
Director of the Fisher Leadership Initiative, Fisher College of Business, The Ohio State University

Author bio
Short description
A #1 best-selling text for consumer behavior courses, Solomon's Consumer Behavior: Buying, Having & Being covers what happens before, during and after the point of purchase. It investigates how having (or not having) certain products affects our lives; specifically, how these items influence how we feel about ourselves and each other, especially in the canon of social media and the digital age. In the 13e, up-to-date content reflects major marketing trends and changes that impact the study of consumer behavior. Since we are all consumers, many of the topics have both professional and personal relevance to students.

Discipline/Subject
Marketing(Imports)

Author bio
Michael R. Solomon, PhD, is Professor of Marketing in the Haub School of Business at Saint Joseph's University in Philadelphia.
Short description
This innovative text approaches the subject from a managerial perspective and provides clear and concise coverage of the nature, principles, and practice of operations and process management. The content is around diagnostic questions which relate the theory back to the key questions faced by managers in the workplace. Each chapter provides a range of examples, frameworks and techniques designed to help your students better analyse existing operations and understand ways to deal with operational and process challenges.

Discipline/Subject

Author bio
Nigel Slack is an Emeritus Professor of Operations Management and Strategy at Warwick University, an Honorary Professor at Bath University and an Associate Fellow of Said Business School, Oxford University.
Fundamentals of Strategy
Edition 5
Richard Whittington

Short description
Understand and apply the essential concepts and techniques of strategy. Fundamentals of Strategy 5e, by Whittington, Regner, Angwin, Johnson & Scholes is a concise and easy-to-follow overview of the fundamental issues and techniques of strategy from the author team of the market-leading Exploring Strategy. This book has been updated to include coverage of the Covid-19 crisis, and provides insights and examples from a broad range of international organisations. This book will particularly suit students on short strategy courses and courses focused on strategy analysis.

Discipline/Subject
Strategy & Int Bus

Author bio
Richard Whittington is Professor of Strategic Management at the Said Business School, University of Oxford.
Short description
This title is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States business. 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. It remains one of the best-selling and most authoritative international business texts available.

Discipline/Subject
MGE: Strategy & IB (Mech Ed)

Author bio
John D. Daniels, the Samuel N. Friedland Chair of Executive Management emeritus at the University of Miami, received his BBA, MBA, and PhD respectively at the University of Miami, University of the Americas, and the University of Michigan.
Short description
This is a Pearson Global Edition. The Editorial team worked closely with educators around the world to include content which is especially relevant to students outside the US. DIGITAL UPDATE available for Spring 2021 classes. Learn about the entrepreneurial process through real-world examples. Entrepreneurship: Successfully Launching New Ventures explores the allure of entrepreneurship, teaching students how to successfully launch and grow their own business. Using real business profiles of young entrepreneurs the text engages students through relevant examples they can easily relate to.

Discipline/Subject
MGE: Strategy & IB (Mech Ed)

Author bio
Bruce R. Barringer is a Professor and Department Head for the School of Entrepreneurship at Oklahoma State University. He received his PhD from the University of Missouri and his MBA from Iowa State University.
Short description
The Pearson Editorial team has worked closely with educators around the world to include content which is especially relevant to students outside the US. Companies that operate overseas conduct business across a multitude of different cultures, languages, traditions & a range of economic, political and technological landscapes. With this in mind the 10e explores challenges managers may face along with how they can adapt their leadership and business strategies and operations to thrive in these evolving global environments. By examining effective strategic, interpersonal and organizational skills, the text prepares readers for the complicated yet fascinating discipline of international and global management.

Discipline/Subject
GE: Strategy & IB (Global Ed)
Service Operations Management
Edition 5
Robert Johnston

Rights sold

9781292064468
Previous edition 9780273740483
Publication date 2020-11-02
Pearson
Pages 640
RRP £52.99

Short description
Analyse and address organisational challenges using real world examples. Service Operations Management 5e, by Robert Johnston et al. is a market-leading text on service operations management and provides a clear understanding of how service performance can be improved in organisations. This textbook applies underlying theories to the real world challenges faced by service operations managers on a daily basis, by providing a diverse range of examples and illustrations.

Discipline/Subject
Decision Sciences

Author bio
Robert Johnston was Professor of Operations Management at Warwick Business School
Procurement and Supply Chain Management
Edition 10
Kenneth Lysons

Short description
Procurement and Supply Chain Management 10e, by Farrington is a comprehensive and accessible textbook on procurement and supply chain management. It is the ideal textbook for those aspiring to be leaders in the profession, and for those who are engaged in professional studies for the Chartered Institute of Procurement and Supply examinations (at both the foundation and professional stages). Using extensive real-life examples the subject matter has been brought to life throughout the book, and provides a truly international focus on procurement and supply chain.

Discipline/Subject
Decision Sciences

Author bio
Dr Brian Farrington is the Managing Director of his specialist company, Brian Farrington Limited.
Short description
This is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. For undergraduate and graduate course in operations management. A practical, easy-to-read text with a managerial approach to operations management. Operations Management: Processes and Supply Chains provides students with a comprehensive framework for addressing operational process and supply chain issues and uses a systemized approach while focusing on issues of current interest.

Discipline/Subject
MGE: Decision Science (Mech Ed)

Author bio
Lee J. Krajewski is Professor Emeritus at The Ohio State University and Professor Emeritus at the University of Notre Dame.
Short description
The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the US. For courses in business statistics. Statistics for Business and Economics enables students to conduct serious analysis of applied problems rather than running simple canned applications. This text is also at a mathematically higher level than most business statistics texts and provides students with the knowledge they need to become stronger analysts for future managerial positions. The 8e of this book has been revised and updated to provide students with improved problem contexts for learning how statistical methods can improve their analysis and understanding of business and economics.

Discipline/Subject
GE: Decision Science (Global Ed)
# Decision Science Curriculum

## Year 1

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<th>Operations Management</th>
<th>Business Statistics</th>
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| Essentials of Operations Management, 2e 2018  
Nigel Slack, Alistair Brandon-Jones  
978129238845 | Statistics for Economics, Accounting and Business Studies, 7e 2017  
Michael Barron  
978129218703 |
| [Image] | [Image] |
| Statistics for Business and Economics, Global Edition, 8e 2020  
David M. Levine, Kathryn A. Szabat, David F. Stephan  
Gary Gevins, Mark J. Sullivan  
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James R. Evans  
Gary Gevins, Mark J. Sullivan  
9781292227022 |
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David M. Levine, Kathryn A. Szabat, David F. Stephan  
9781292288248 | Quantitative Analysis for Decision Makers, 7e 2020  
Mik Wisniewski & Farhad Shafii  
9781292276618 |
| [Image] | [Image] |
| [Image] | Quantitative Approaches in Business Studies, 8e 2012  
Nigel Slack, Alistair Brandon-Jones  
9780273798633 |
| [Image] | Quantitative Methods for Business and Management: An Entrepreneurial Perspective 2014  
Stuart Wall, Chris Mitchell, Claire Cokay  
9780273770558 |

## Year 2

### Operations Management

<table>
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<th>[Image]</th>
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| Operations Management, 9e 2019  
Nigel Slack, Alistair Brandon-Jones  
Lee J. Krajewski, Naresh K. Malhotra, Larry P. Ritzman  
TIA (prec. ed.  
ISBN 9781292259532) |
| [Image] | [Image] |
| Operations Management: Sustainability and Supply Chain Management, Global Edition, 13e 2020  
Jay Heizer, Barry Render, Chuck Munson  
Jeffrey Pinto  
9781292259146 |
| [Image] | [Image] |
| Logistics Management and Strategy: Competing through the Supply Chain, 6e 2019  
Alan Harrison, Heather Skipworth, Ramkoo Van Hoek, James Askren  
9781292183688 | Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operations, Integration, Control and Improvement, and Network Design 2015  
Paul A. Myerson  
9780135995349 |
| [Image] | [Image] |
| Logistics Management, Global Edition, 5e 2019  
David Grant  
Sanj Chepuri  
9781292257891 |

### Project Management

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### Supply Chain and Logistics Management

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### Management Science

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Bernard W. Taylor, III  
Barry Render, Ralph M. Stair, Michael E. Hanna, Treese S. Hale  
9781292239061 |
| [Image] | [Image] |
| Business Analytics, Global Edition, 13e 2021  
James E. Evans  
9781292217659 | [Image] |

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- **MyLab Math**
- **MyLab OM**
- **MyLab Statistics**
- **Horizon**
- **Enhanced eBook**
Decision Science Curriculum

**Year 3**

**Operations Strategy**
- Operations Strategy, 6e, 2020
  - Nigel Slack and Michael Lewis
  - 9781292317847

**Service**
- Service Operations Management: Improving Service Delivery, 5e, 2021
  - Robert Johnston, Michael Shuler, Nigel Slack, Graham Clark
  - 9781260264468

- Service Management: An integrated approach, 3e, 2013
  - Bart Van Looy, Paul Gemmel, Roland Van Dierdonck
  - 9780273732037

**Quality Management**
- Managing Quality: Integrating the Supply Chain, Global Edition, 6e, 2017
  - S. Thomas Foster
  - 9781260215421

**MBA**

**Operations Management**
- Operations and Process Management: Principles and Practice for Strategic Impact, 6e, 2021
  - Nigel Slack, Alistair Brandon-Jones
  - 9781260250066

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Operations Management 10e, Slack

How will you generate sales with this product in 2022?

• Leading global title: comprehensive overview for UG courses
• New author (Nicola Burgess) to ensure relevance and diversity
• Practical focus – over 110 'Operations in Practice' examples
• 'Operations Principles' boxes & worked examples
• New coverage and focus on Sustainable Operations
Project Management 5e, Maylor

How will you generate sales with this product in 2022?

• Critical appraisal: draws on recent research and new models/frameworks
• Updated Project Leadership chapter looks at impact of models
• Includes updated approaches including agile life-cycle
• Discusses managerial, relational and entrepreneurial project complexities
• Real-world examples: procurement during Covid-19, iPhone launch, McDonald’s restaurant chain etc
How will you generate sales with this product in 2022?

- Essential reading for purchasing, procurement and supply chain management students for the last 50 years
- Latest case studies and global examples of best practice in key areas of purchasing and procurement
- Focus on social value strategies and approaches, contract management, procurement of consultancy and supply chain resilience approaches
- Current and future concerns such as digitalisation, sustainability and resilience, the Covid-19 pandemic, and post-Brexit implications on public sector procurement
- Elements of Industry 4.0 such as e-procurement, Blockchain, IoT, robotics, AI, chatbots and analytics