

Management & Marketing

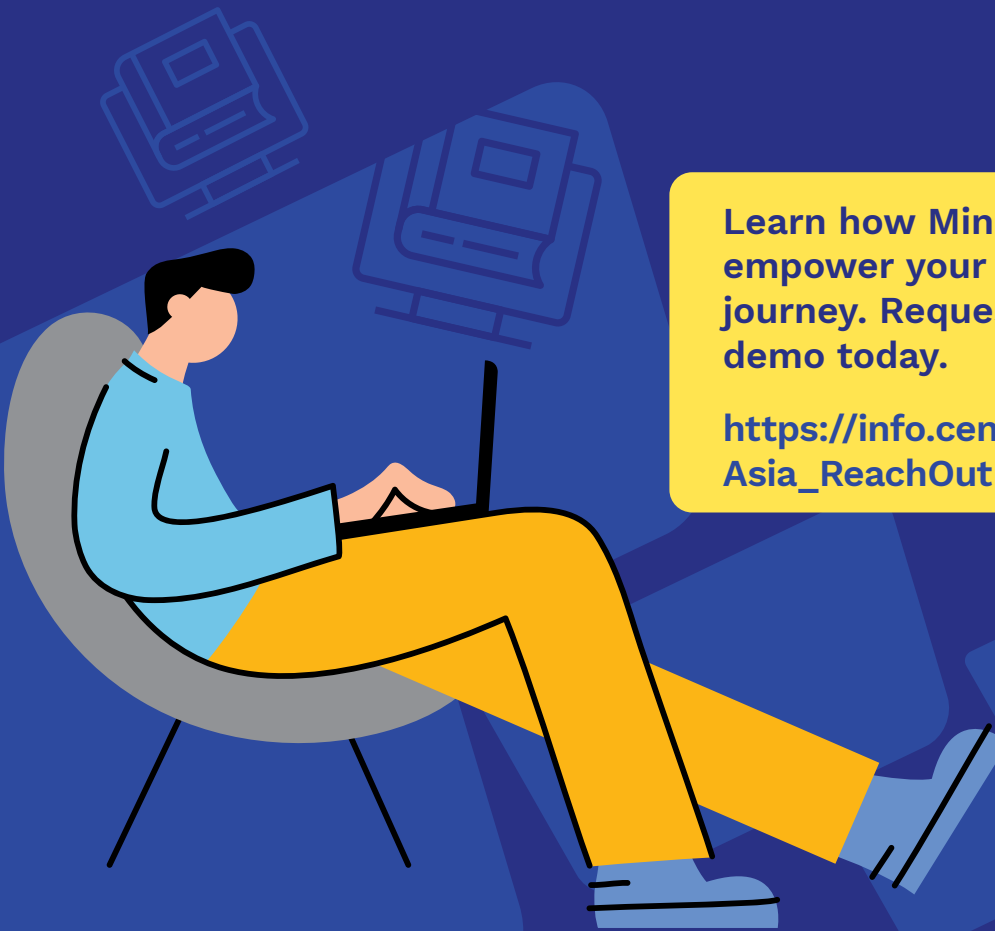




<https://www.cengage.com/mindtap/>

Accelerate Student Progress with MindTap

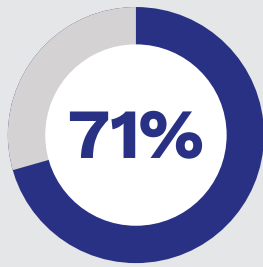
The online learning platform that powers students from memorization to mastery. Giving instructors complete control of their courses – to provide engaging content, challenge every individual and build student confidence.

An illustration of a person with dark hair, wearing a light blue long-sleeved shirt and yellow pants, sitting in a grey armchair and using a laptop. The background is dark blue with faint, stylized outlines of computer monitors and books. A small potted plant with green leaves and a red and orange striped pot is in the bottom right corner.

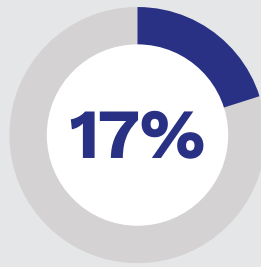
Learn how MindTap can empower your teaching journey. Request for a demo today.

https://info.cengage.com/Asia_ReachOut

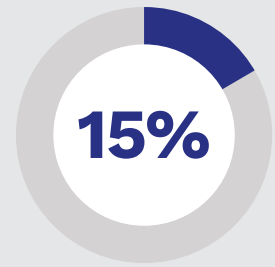
Student Reviews



Were more motivated to learn with MindTap



Increase in homework scores with MindTap



Increase in GPA with MindTap

Better Comprehension, Higher Grades

Students achieve good grades when they comprehend key concepts through a learning experience that combines visual, verbal auditory, written and active instruction to foster meaningful learning.

Build Confidence & Aim Higher

Personalized course content into learning paths can help students build connected learning experiences that are engaging.

Engaged Learners Succeed

Students who use online learning platforms regularly are more inclined to attend classes and complete their assignments on the go through their devices.

LMS Integration

Enhanced features help manage every aspect of your class in one place, from practice and graded assignments to quizzes and tests.

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Order form/pricelist is available upon request through Cengage Learning Consultant.

Special price requests for class adoption are subject to approval. Please contact your Cengage Learning Consultant for details.

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Prices are subject to change without prior notice.

BUSINESS COMMUNICATION

BUSINESS COMMUNICATION

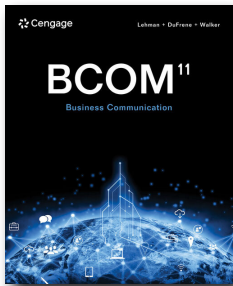
NEW EDITION

BCOM, 11E

Carol M. Lehman, *Mississippi State University*; Debbie D. DuFrene, *Stephen F. Austin State University*; Robyn Walker, *University of Southern California*

© 2024, 368pp, Paperback, 9780357901243

MindTap eBook



Master business communication skills in the way that's best for you with Lehman/DuFrene/Walker's BCOM, 11E. This inviting, easy-reference text with MindTap online learning activities helps you master today's critical business communication concepts

and skills. Visually driven, interesting chapters present the latest developments in business communication. With MindTap, you can read or listen to the book and study with the aid of flashcards and practice quizzes. When it's time to review, you can easily gather everything you've flagged or noted into a study guide that you organize. You can even track your scores so you know where to focus your efforts and stay motivated in reaching your learning and business communication goals.

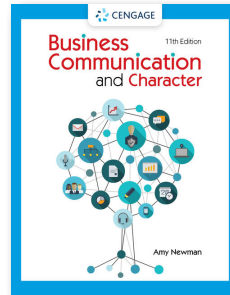
NEW EDITION

BUSINESS COMMUNICATION AND CHARACTER, 11E

Amy Newman, *Cornell University*

© 2023, 576pp, Paperback, 9780357718131

MindTap



Discover how your communication conveys your character -- or who you are as a person -- as you learn to make effective written and oral communication choices in your professional and personal life. Master your own natural, conversational

style to earn trust and respect, to differentiate yourself in your career, or to gather funding. This edition addresses today's most important business communication concepts as new self-reflection questions help you develop a deeper understanding of yourself to better communicate and reach personal and professional goals. A new communication model emphasizes character check, audience analysis, message and medium (CAM) within in-person, online or social media communication. Intriguing examples from real companies illustrate principles at work. You also learn to communicate within a team, resolve conflict and maximize the latest communication and collaboration technology tools. MindTap digital tools help you further refine your communication skills.

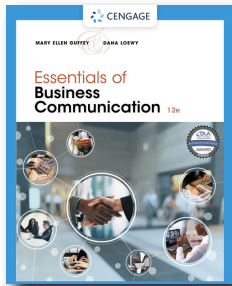
NEW EDITION

ESSENTIALS OF BUSINESS COMMUNICATION, 12E

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

© 2023, 600pp, Paperback, 9780357714973

MindTap



Ensure you have the job-ready writing and communication skills that today's employers demand with Guffey/Loewy's **ESSENTIALS OF BUSINESS COMMUNICATION, 12E**. This market-leading text and its online study tools

help you develop the professional and communication skills that employers seek, including writing, speaking, critical thinking and teamwork. Updated employment chapters offer insights into a labor market that is more competitive and dependent on technology than ever before. The latest trends, technologies and practices, based on interviews with practitioners and the research of thousands of articles and blogs emphasize transferable professional skills. Timely advice guides you through building your brand, searching for a job, writing a winning résumé, interviewing effectively and using LinkedIn. Optional editing challenges and grammar reviews and a complete grammar guide at the end of the book help you improve critical language skills. MindTap online study tools let you further refine your communication abilities.

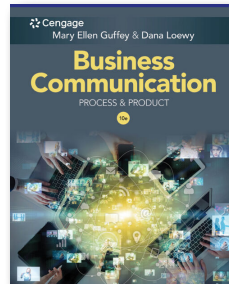
BUSINESS COMMUNICATION, 10E

Process & Product

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

© 2022, 736pp, Hardback, 9780357129234

MindTap eBook



Interested in making your skills future-ready and recession-proof? Guffey/Loewy's best-selling **BUSINESS COMMUNICATION: PROCESS AND PRODUCT, 10E**, can help. This leading text and MindTap digital resources

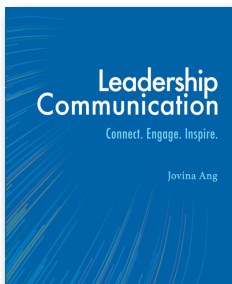
guide you in developing the communication competencies most important for professional success in today's hyper-connected digital age. Refine the skills that employers value most, such as superior writing, speaking, presentation, critical thinking and teamwork skills. Two updated employment chapters offer tips for a labor market that is more competitive, mobile and technology-driven than ever before. Based on interviews with successful practitioners and extensive research into the latest trends, technologies and practices, this edition offers synthesized advice on building your personal brand, using LinkedIn effectively and résumé writing. A signature 3-x-3 writing process, meaningful assignments and digital practice tools further equip you with the communication skills to stand out in business today.

LEADERSHIP COMMUNICATION: CONNECT. ENGAGE. INSPIRE.

Jovina Ang, *National University of Singapore*

© 2019, Paperback, 9789814829724

AsiaTitle



The world's great leaders all have great communication skills. You feel inspired when you listen to them or even read any of their messages. This book provides you with lots of frameworks and practical insights on what it takes to elevate your communication

from connecting to engaging and inspiring. Jovina Ang shows you the art and science of communication including what makes communication inspiring, how to tell great stories, how to incorporate social media as a critical element of your communication strategy, and more. You'll learn: • How to connect and inspire at the human level • The power of storytelling • Tips on how to make your presentation impactful • How to decode and master body language • How to be a social leader • How to define and elevate your personal brand • The science of team communication • How to write with the head and with the heart

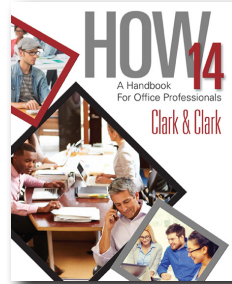
HOW 14, 14E

A Handbook for Office Professionals, Spiral bound Version

James L. Clark, *Pasadena City College*; Lyn R. Clark, *Los Angeles Pierce College*

© 2017, 608pp, Spiral, 9781305586963

eBook



From résumé preparation to e-mail exchanges, effective business communication is essential to your professional success. HOW 14: A HANDBOOK FOR OFFICE PROFESSIONALS is your inside guide to communicating clearly and with confidence. Since

1975, HOW has been recognized as the leading reference source for business writers, office personnel, and students. Each new edition introduces the most recent changes in today's language and the latest developments in the current business environment to ensure you have the easy-to-understand, reliable reference manual you need for successful business communication. Detailed, precise information guides you in writing, formatting, and transmitting communications as well as utilizing the capabilities of social media. Unlike other reference books, HOW is specifically tailored as your single resource and learning guide for writing style, grammar, mechanics, and modern technologies in today's business or office environment.

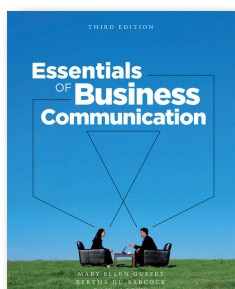
ESSENTIALS OF BUSINESS COMMUNICATION, 3E

An Asia Edition

Mary Ellen Guffey, Los Angeles Pierce College; Bertha Du-Babcock, City University of Hong Kong; Dana Loewy, California State University, Fullerton

© 2016, 592pp, Paperback, 9789814687102

MindTap
AsiaTitle



Students might find it a challenge to orientate themselves to the working world. In *Essentials of Business Communication, An Asia Edition* this book serves to bridge that gap with useful learning tools provided in the book and local examples that will be

relevant to the Asian student. From detailed grammar/mechanics exercises to resources like the communication workshop to promote career skills, your learning experience will be meaningful and engaging. Students will also be trained to become an effective communicator in today's wired and mobile workplace.

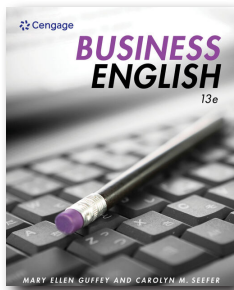
BUSINESS ENGLISH

BUSINESS ENGLISH, 13E

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

© 2020, 544pp, Paperback, 9780357033784

MindTap eBook



Improve your professional language skills with the proven grammar instruction and supporting in-text and online resources found in Guffey/Seefer's *BUSINESS ENGLISH, 13E*. The ongoing leader in grammar and mechanics books, *BUSINESS ENGLISH* uses

a three-level approach that separates topics into manageable units, helping you hone the critical skills you need to communicate professionally. Packed with insights from the authors' more than 60 years of combined classroom experience, this edition is the only text on the market that provides prompt feedback with answers and explanations so that you know immediately if you have answered correctly. Chapter review quizzes and PowerPoint® review slides help you strengthen your language skills to perform confidently in today's digital classroom and tomorrow's workplace.

INTRODUCTION TO BUSINESS

INTRODUCTION TO BUSINESS

NEW EDITION

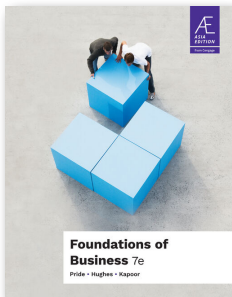
AE FOUNDATIONS OF BUSINESS, 7E

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

© 2023, 560pp, Paperback, 9789815059458

MindTap

AsiaTitle



Authors Pride/Hughes/Kapoor believe that success is measured not only by the grade you receive in this course, but also by how the information in this book helps you build a foundation for a better life. That's what FOUNDATIONS OF BUSINESS, 7E is all about.

Updates highlight the specific challenges facing businesses and individuals, particularly following the global pandemic. The latest content, real examples and powerful new cases show you how to become a better employee, more informed consumer and successful business owner. You examine issues within the economy, business ownership, management, human resources, marketing, social media, e-commerce, management information systems, accounting and finance. You also learn how cultural diversity, ethics and social responsibility, small business and entrepreneurship and environmental concerns impact both the nation's economy and you, as an individual consumer. MindTap digital resources are also available.

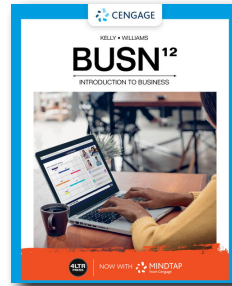
NEW EDITION

BUSN, 12E

Marcella Kelly, Santa Monica College; Chuck Williams, Butler University

© 2023, 400pp, Paperback, 9780357122945

MindTap eBook



Learn business in the way that's best for you with Kelly/Williams' BUSN, 12E and online resources from 4LTR Press. Visually-driven and current, this edition integrates even more of today's latest examples within an interesting narrative approach.

Updated content covers key business concepts while remaining brief. You see the impact of COVID-19 on businesses and individuals. New and updated chapter examples and feature boxes highlight real companies and business challenges, such as Netflix finances, GameStop stock, accounting fraud at China's Luckin' Coffee and cash budgets for PlayStation 5 and other gaming consoles. You can study "on the go" with unique, tear-out Review Cards and chapters you can read or listen to. Learn on your terms as you use BUSN MindTap with the printed text or on its own. New online activities, cases, videos and quizzes help you prepare for exams. You can even track your scores to know where to focus study efforts.

AE PKG BUSN (WITH MINDTAP PRINTED ACCESS CARD), 11E

Marcella Kelly, Santa Monica College; Chuck Williams, Butler University

© 2021, Paperback, 9789814930918

MindTap

AsiaTitle



Through ongoing research into students' workflows and preferences, BUSN from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards, and an innovative online experience—all at an affordable price. New for

this edition, MindTap is the digital learning solution that powers students from memorization to mastery. It gives you complete control of your course—to provide engaging content, to challenge every individual and to build their confidence. BUSN features a full suite of student and instructor resources, all-new concept videos, a new flashcard tool, and more. Now available with MindTap.

AE BUSINESS

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

© 2019, 480pp, Paperback, 9789814834414

MindTap

AsiaTitle



Business MindTapV2.0 allows students to use a “learn by doing” approach, creating an environment that not only helps them to better retain concepts, but also helps them get that hands-on business decision-making practice they need for the real-world!

MindTapV2.0 reflects how today's students want to learn & that's why it's successful. Through varied, interactive and purposeful activities, Business MindTapV2.0 facilitates a learn by doing approach that makes for a more engaging course experience!

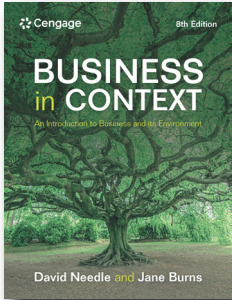
NEW EDITION

BUSINESS IN CONTEXT, 8E

David Needle, *King's College, University of London*,
Jane Burns, *University College London*

©2023, 656pp, Paperback, ISBN-13: 9781473786707

MindTap



Now in its eighth edition, *Business in Context* introduces students to all aspects of modern business and its changing environment. This classic text now covers the impact of recent global events and developments, such as the COVID-19

pandemic, the UK's departure from the EU, globalization and the move towards more ethical business practices. Essential reading for all introductory business courses, particularly business environment modules, this edition combines the hallmark qualities of David Needle's style with co-author Jane Burns' over 20 years of industry experience..

MANAGEMENT

BUSINESS AND SOCIETY

NEW EDITION

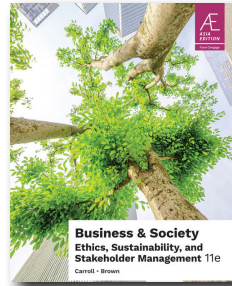
AE BUSINESS & SOCIETY, 11E

Ethics, Sustainability & Stakeholder Management

Archie B. Carroll, *University of Georgia*; Jill Brown, *Bentley University*; Ann K. Buchholtz, *Rutgers University*

© 2023, 560pp, Paperback, 9789815077223

AsiaTitle



Gain a solid understanding of the importance of business ethics, sustainability and stakeholder management using a strong managerial perspective within Carroll/Brown/Buchholtz's **BUSINESS AND SOCIETY: ETHICS, SUSTAINABILITY,**

AND STAKEHOLDER MANAGEMENT, 11E. You discover, first-hand, how today's most successful business decision makers both balance and protect the interests of various stakeholders, including investors, employees, consumers, the community, and the environment. You learn how strong business decisions making skills are particularly critical as businesses navigate today's issues, such as climate change and a global pandemic. Updated chapter content and 34 timely cases examine the social, legal, political and ethical responsibilities of a business to all external and internal groups that have a stake or interest in that business. Ethics in Practice cases also provide opportunities to apply your skills. An interactive eBook, videos and learning tools are available to strengthen understanding.

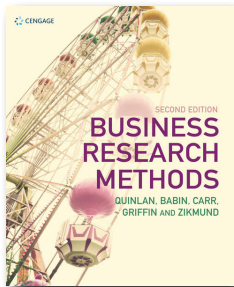
BUSINESS RESEARCH METHODS

BUSINESS RESEARCH METHODS, 2E

William G. Zikmund, Oklahoma State University; Dr Christina Quinlan, Dublin City University; Mitch Griffin, Bradley University; Barry Babin, University of Southern Mississippi

© 2019, 416pp, Paperback, 9781473760356

eBook



Business Research Methods will show your students how to undertake all parts of their research through this clear structured guide. Christina Quinlan's qualitative and holistic approaches are combined with William Zikmund's quantitative and advanced

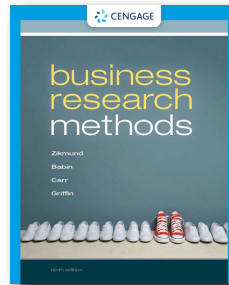
methods to give your students a broad spectrum of approaches for their research project. It is a comprehensive and interesting text that is essential reading for any business student taking a research methods module. Each stage of the research process is considered, including ethics and philosophical frameworks.

BUSINESS RESEARCH METHODS, 9E

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

© 2013, 696pp, Hardback, 9781111826949

eBook



This best-selling text continues in its ninth edition to provide the most current and comprehensive coverage of business research. Its student-friendly design contains numerous examples illustrating real-world research in management,

marketing, finance, accounting, and other business areas. BUSINESS RESEARCH METHODS, 9E, is the ideal text for undergraduate and first year MBA courses in marketing, management, or quantitative studies.

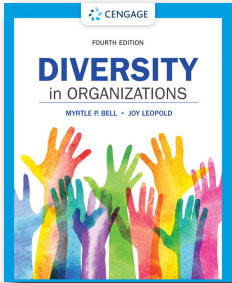
DIVERSITY

DIVERSITY IN ORGANIZATIONS, 4E

Myrtle P. Bell, *University of Texas at Arlington*; Joy Leopold, *Webster University*

© 2022, 496pp, Paperback, 9780357718933

eBook



Discover the value and importance of diversity for individuals and organizations today with the research-driven approach found in Bell/Leopold's **DIVERSITY IN ORGANIZATIONS, 4E**. This comprehensive resource blends the latest

findings, new developments and recent legislation with practical examples and compelling interviews. You explore the many aspects of diversity, from a historic background to the details of how and why individuals and organizations should pursue diversity among applicants, employees, coworkers or customers. This edition guides you through differences in age, disability status, national origin, race, sex, weight and appearance as well as sexual orientation and gender identity. You examine groups that are often devalued and learn how dominant and non-dominant group members can work toward diversity and inclusion. Recent interviews and new profiles introduce diversity-focused careers and prepare you to prioritize diversity, no matter what your professional position.

ENTREPRENEURSHIP

NEW EDITION

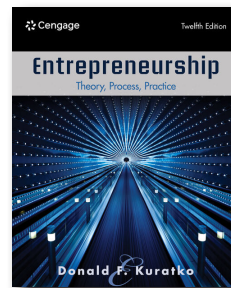
ENTREPRENEURSHIP, 12E

Theory, Process, Practice

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

© 2024, 512pp, Paperback, 9780357899502

MindTap eBook



Learn about the entrepreneurial mindset and the true process of a successful entrepreneur with Kuratko's **ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, 12th EDITION!** Presenting the most current thinking in this explosive

field, this renowned entrepreneurship text provides a practical, step-by-step approach that makes learning easy. It incorporates up-to-the-minute information about trending topics such as design innovation, the entrepreneurial mindset, entrepreneurial hustle, bootstrapping, and entrepreneurial coachability. The accompanying MindTap® Learning Suite challenges you to apply what you've learned as you complete a unique set of activities designed to help you sharpen your entrepreneurial skills. You'll tackle activities that challenge you to experience the world of new venture creation or corporate innovation firsthand. This book will be your guide to understanding the entrepreneurial challenges of tomorrow, and MindTap® will teach you the necessary skills to become a leader in the industry.

WOMEN ENTREPRENEURS IN CHINA

He Zhenhong

© 2022, 256pp, Paperback, 9789815031096

AsiaTitle



Women Entrepreneurs in China focuses on the stories of 13 female business leaders in China, including Dong Mingzhu, chair and president of Gree Electric Appliances; Chen Ailian, chairwoman of Wanfeng Auto Holding Group; and He Qiaonü, chair of Beijing

Orient Landscape Investment Holdings. What kinds of life stories and business wisdom do these outstanding women have? How did they influence China's economic trends? Having staked out their own domains, they are also setting an example for millions of Chinese women. Their fascinating stories will inspire the next generation of women business leaders.

YOUNG DREAMERS: STARTUP STORIES FROM CHINA

Economic Daily

© 2022, 264pp, Paperback, 9789815029994

AsiaTitle



Young Dreamers: Startup Stories from China is about China's reform and opening up, and showcases the rejuvenation of the Chinese nation. Forty years ago, the Communist Party of China recognized that entrepreneurship was vital for China's development

and progress. Entrepreneurship became an appealing opportunity for many young professionals and the surge of innovation and creativity among hundreds of millions of Chinese has become a driving force of Chinese society. Today, numerous entrepreneurs have matured to become the most dynamic core of China's economy. The stories in this book focus on young entrepreneurs and serve as inspiration for the next generation of business leaders.

AE ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, 11E

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

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MindTap

AsiaTitle



ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, 11e, combines a practical, step-by-step approach with a theoretical foundation to form a basic framework for understanding the theory, processes, and practice of entrepreneurship. Recognized for over 30

years as one of the leading books in the field, the aim of the text and accompanying MindTap® learning suite is to present the most current thinking in entrepreneurship, as well as to provide learners with experiential learning activities that challenge them to apply ideas and develop useful entrepreneurial skills. This edition has been updated to include current developments and issues in this explosive field.

LAUNCHING NEW VENTURES, 8E

An Entrepreneurial Approach

Kathleen R. Allen, *University of Southern California*

© 2020, 608pp, Paperback, 9780357039175

MindTap eBook



LAUNCHING NEW VENTURES, 8e provides tomorrow's entrepreneurs with the tools and thinking processes necessary to launch a successful new business in a global marketplace. The text is designed to follow the entrepreneurial process

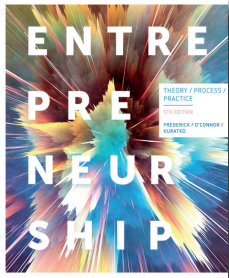
from idea generation to developing and testing a business model, to designing the business operations, and preparing for growth. The eight edition represents the most current thoughts, ideas, and practices in the field of entrepreneurship. Allen focuses on the critically important pre-startup and startup stages of a new venture, with special emphasis on the process and activities that must take place prior to opening a new business. The material is designed with the student in mind and incorporates examples and real-world advice based on the author's and others' years of working with entrepreneurs.

ENTREPRENEURSHIP, 5E

Howard Frederick, *Centre for Entrepreneurial Culture, Tecnológico de Monterrey*; Alan O'Connor, *University of Adelaide*; Donald F. Kuratko, *The Kelley School of Business, Indiana University - Bloomington*

© 2019, 688pp, Paperback, 9780170411752

eBook



Develop your entrepreneurial capacity through imagination, creativity and design. Entrepreneurship has many meanings around the world, but there are overriding themes that unite them. In this text, you'll learn how a survey of theoretical

approaches helps us distinguish between the different kinds of entrepreneurs. You'll look at the most common characteristics exhibited by successful entrepreneurs and evaluate how entrepreneurs can have impacts on biodiversity and ecosystems. The practical, experiential parts of the text provide you with techniques for identifying and assessing opportunities and for creating that all-important value proposition. Business Modelling, Lean Marketing, and twenty-first-century ways to raise funding are all included.

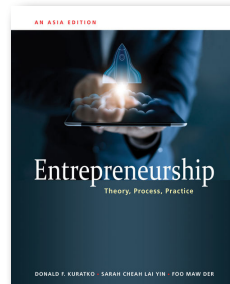
ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, AN ASIA EDITION

Donald F. Kuratko, *The Kelley School of Business, Indiana University - Bloomington*; Sarah Cheah Lai Yin, *National University of Singapore*; Foo Maw Der, *Nanyang Technological University*

© 2019, 504pp, Paperback, 9789814846073

MindTap

AsiaTitle



Among the top five countries to start a business, four—Indonesia, Malaysia, Singapore and Thailand—are from Asia. Yet, despite the growing prominence of countries outside of North America and Europe in the entrepreneurship

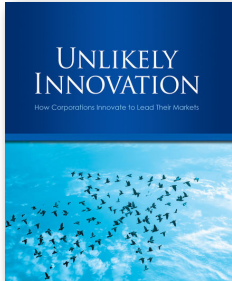
ecosystem, much of what we learn about entrepreneurship comes from these countries. This book provides its readers with key foundational knowledge in entrepreneurship theory and practice, especially how the regulatory, demographic, social, economic, and political conditions in Asia enable (or sometimes hinder) enterprising individuals to start, develop, and grow their business ventures. Whether you are a student, educator, or participant (or even observer) in the entrepreneurship ecosystem, you will find this a useful introduction to entrepreneurship in Asia. You will find the numerous vignettes of entrepreneurs and Asian businesses to be illuminating, interesting, and instructive. Readers can expect to gain a comprehensive overview of practices and frameworks pertinent to entrepreneurship. Examples include the intellectual property considerations in Asia, challenges faced by entrepreneurs, and navigating how business ventures internationalize.

VS EBK: UNLIKELY INNOVATION: HOW CORPORATIONS INNOVATE TO LEAD THEIR MARKETS

Sarah Cheah Lai Yin; Foo Maw Der; Luke Wu Shineng

© 2019, 119pp, NonBook-Disk, 9789814846981

AsiaTitle



Unlikely Innovation traces the journey of five corporations (BreadTalk, SPH Media Fund, DBS Foundation, IBM and Zara) in pursuing corporate innovation and entrepreneurship to fend off competition in their markets.

It adopts a case study approach to highlight the challenges and dilemma that each of the five firms encountered in the face of technological disruptions and new competition, and how they adopted new strategies to deal with internal and external factors, as well as transform the organization to minimize the threats and seize the opportunities presented. Unlikely Innovation is written for professionals and managers who have the mandate to grow their business and individuals who are interested in applying the latest concepts of innovation to advance their career.

ETHICS

NEW EDITION

BUSINESS ETHICS, 10E

Case Studies and Selected Readings

Marianne M. Jennings, Arizona State University

© 2024, 640pp, Hardback, 9780357717776

eBook



Carefully review the decision-making process of business leaders today and discover common threads behind ethical challenges in Jennings' best-selling BUSINESS ETHICS: CASE STUDIES AND SELECTED READINGS, 10E. The latest cases, new examples and

intriguing readings drawn from pop culture, business and history introduce today's ethical issues, the consequences and societal costs. You learn how to recognize and resolve ethical issues to become a stronger business leader. Probing questions prompt you to evaluate situations like actions of the NBA in China or the NFL's Taking-a-Knee issue. You learn how specific behaviors can lead to ethical or legal breaches as you work through real examples of business decisions gone awry. You study patterns and choices in examples such as how behaviors have changed during the pandemic, how employees gamed fitness devices for insurance discounts or how parents cheated to get their children into top universities.

NEW EDITION

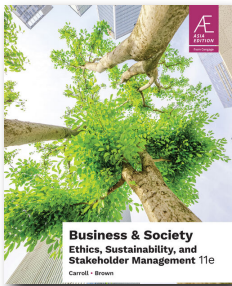
AE BUSINESS & SOCIETY, 11E

Ethics, Sustainability & Stakeholder Management

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

© 2023, 560pp, Paperback, 9789815077223

AsiaTitle



Gain a solid understanding of the importance of business ethics, sustainability and stakeholder management using a strong managerial perspective within Carroll/Brown/Buchholtz's **BUSINESS AND SOCIETY: ETHICS, SUSTAINABILITY,**

AND STAKEHOLDER MANAGEMENT, 11E. You discover, first-hand, how today's most successful business decision makers both balance and protect the interests of various stakeholders, including investors, employees, consumers, the community, and the environment. You learn how strong business decisions making skills are particularly critical as businesses navigate today's issues, such as climate change and a global pandemic. Updated chapter content and 34 timely cases examine the social, legal, political and ethical responsibilities of a business to all external and internal groups that have a stake or interest in that business. Ethics in Practice cases also provide opportunities to apply your skills. An interactive eBook, videos and learning tools are available to strengthen understanding.

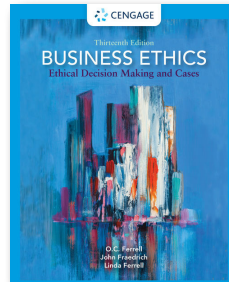
BUSINESS ETHICS, 13E

Ethical Decision Making and Cases

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

© 2022, 640pp, Paperback, 9780357513361

MindTap



Learn to make successful ethical decisions in the midst of the new business realities of 2020 and 2021 with Ferrell/Fraedrich/Ferrell's market-leading **BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES, 13E.** Packed with current

examples and exercises, this edition demonstrates how to integrate ethics into strategic business decisions as reorganized chapters clearly present the ethical decision-making process in today's complex legal, social and political environments. New scenarios highlight 2020 economic and pandemic realities and preview ethical challenges you are most likely to encounter as a new manager. Updates address the processes and best practices behind successful business ethics with the latest legislation and new coverage of global sustainability and corporate social responsibility. New and original cases provide insights into ethics in familiar organizations, such as Tesla and TOMS, while exercises and MindTap online resources reinforce concepts with hands-on applications.

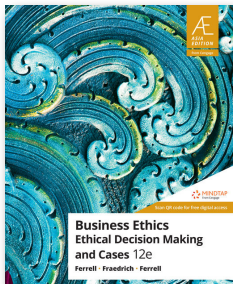
AE BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES, 12E

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

© 2019, 640pp, Paperback, 9789814846394

MindTap

AsiaTitle



Packed with cases, exercises, simulations and practice tests, Ferrell/Fraedrich/Ferrell's market-leading BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES, 12E thoroughly covers the complex environment in which

managers confront ethical decision-making. Using a proven managerial framework, the authors address concepts, processes and best practices within successful business ethics programs. Students learn how to integrate ethics into key strategic business decisions. Revisions highlight new legislation affecting business ethics, the most up-to-date examples, best practices of high-profile organizations, and 20 new or updated original cases. MindTap online resources let students master concepts through hands-on application. Two new YouTube® videos with worksheets for each chapter illustrate or build upon important concepts and support a "flipped classroom" or "learning lab" philosophy.

BUSINESS ETHICS

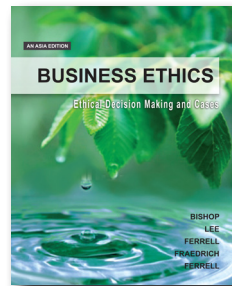
Ethical Decision Making and Cases, An Asia Edition

David Bishop, The University of Hong Kong;
David Lee, The University of Hong Kong;
O.C. Ferrell, Auburn University; John Fraedrich, Southern Illinois University at Carbondale;
Linda Ferrell, Auburn University

© 2019, Paperback, 9789814780803

MindTap

AsiaTitle



This is the first edition of the Asia adaptation of the bestselling textbook Business Ethics: Ethical Decision Making and Cases. Award-winning teachers David Bishop and David Lee have curated a series of Asian-focused cases, exercises, and other

materials based on their practical experience working in Asia as well as teaching ethics courses across the region. Building on this foundation, the authors cover the complex environment in which managers confront ethical dilemmas. Using a proven managerial framework, this accessible, practical text addresses the overall concepts, processes, and best practices associated with successful business ethics programs--helping students to see how ethics can be integrated into key strategic business decisions. This adaptation also incorporates decision making principles from psychology, best ethical practices of high-profile organizations, and recent regional events that illustrate the principles being taught.

FAMILY BUSINESS

MINDTAP® MANAGEMENT, 1 TERM (6 MONTHS) INSTANT ACCESS FOR POZA/DAUGHERTY'S FAMILY BUSINESS, 5E

Ernesto J. Poza, Thunderbird University; Mary S. Daugherty

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MindTap



MindTap® Management for Poza/Daugherty's Family Business, 5th Edition, is the digital learning solution that helps instructors engage and transform today's students into critical thinkers. Through paths of dynamic assignments and applications that you can

personalize, real-time course analytics, and an accessible reader, MindTap helps you turn cookie-cutter into cutting-edge, apathy into engagement, and memorizers into higher-level thinkers. While students work through the tailored learning path, they will learn the concepts and apply these concepts in the robust assignments, including the Experiential Family Business game. Content is reinforced with practice quizzes and new cases, including cases from the Gale Business Insights database. As an instructor using MindTap, you have at your fingertips the right content and unique set of tools curated specifically for your course, all in an interface designed to improve workflow and save time when planning lessons and course structure. The control to build and personalize your course is all yours, focusing on the most relevant material while also lowering costs for your students. Stay connected and informed in your course through real-time student tracking that provides the opportunity to adjust the course as needed based on analytics of interactivity in the course.

HUMAN RELATIONS

EFFECTIVE HUMAN RELATIONS, 13E

Interpersonal And Organizational Applications

Barry L. Reece, Virginia Polytechnic Institute and State University; Monique Reece, University of Denver

© 2017, 464pp, Hardback, 9781305576162

MindTap eBook



As one of the most practical and applied texts available, **EFFECTIVE HUMAN RELATIONS** incorporates hundreds of examples of real human relations issues and practices in successful companies. The authors continue to build on the latest workforce

developments, global trends, and communication technologies that influence human relations. Self-assessments and self-development opportunities throughout the book teach students to assume responsibility for improving their personal skills and competencies. This comprehensive 13th edition addresses topics of emerging importance, with expanded coverage of generational differences and changing issues women and men face in the workplace. The text explores goal-setting, the root causes of negative attitudes, the importance of "personal branding" and social media in the job market, emotional intelligence, happiness and positive psychology, and the most vital elements organizations need today to create a dynamic and thriving company culture.

HUMAN RESOURCE MANAGEMENT

NEW EDITION

HUMAN RESOURCE MANAGEMENT, 11E

Alan Nankervis, Curtin University; Marian Baird, University of Sydney; Dr Jane Coffey, Curtin University; John Shields, University of Sydney

© 2023, 600pp, Paperback, 9780170458795

MindTap eBook



Human Resource Management: Strategy and Practice provides you with key concepts and practical information that you will use in your study of human resource management. A range of contemporary regional and international examples are included

alongside detailed coverage on the future of work and emerging issues in human resource management. This is the only resource that uses the Australian HR Institute (AHRI) Model of Excellence to teach the required behaviours and capabilities required by an HR practitioner.

AE HUMAN RESOURCE DEVELOPMENT: TALENT DEVELOPMENT, 8E

Jon M. Werner, University of Wisconsin-Whitewater

© 2022, 672pp, Paperback, 9789815059717

AsiaTitle



Discover the challenges, rewards and most recent advancements in the field of human resource development today with Werner's HUMAN RESOURCE DEVELOPMENT, 8E. This powerful edition addresses each aspects of human

resource development -- from orientation and skills training to careers, management and organizational development. Updated content integrates more than 1,000 new citations and draws from the latest professional and academic organizations, while expanded coverage prepares you to effectively address international issues, diversity and inclusion. Interesting chapter-opening cases, practical end-of-chapter exercises and meaningful discussions highlight how a variety of organizations today have effectively translated leading human resource development concepts and theories into effective practice.

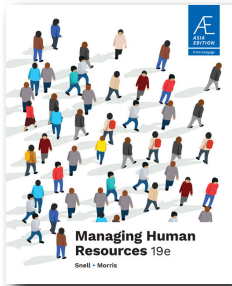
AE MANAGING HUMAN RESOURCES, 19E

Scott A. Snell, *University of Virginia, Darden School of Business*; Shad S. Morris, *Brigham Young University, Marriott School of Management*

© 2022, 672pp, Paperback, 9789815077209

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Learn how today's organizations can most effectively compete through their people with Snell/Morris' market-leading MANAGING HUMAN RESOURCES, 19E. This inviting, practical framework focuses on critical HR issues and

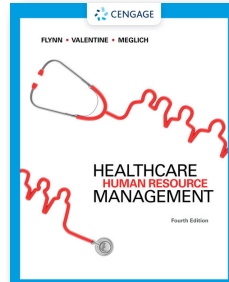
practices, examining the impact of the pandemic on HR. More than 500 current, memorable examples from real organizations illustrate key points, while cases connect concepts to current HR practices. Practical content and applications equip you with the tools and understanding to evaluate current HR challenges and opportunities and positively affect change. You learn how HR impacts individuals and organizations as the latest content examines recent developments, such as the impact of data analytics on HR, concerns of Generation Z and millennial employees and the impact of remote work and social media on HR. Learn to think like an effective manager and develop the competencies to succeed in business today. MindTap digital resources further strengthen your skills and understanding.

HEALTHCARE HUMAN RESOURCE MANAGEMENT, 4E

Walter J. Flynn, *Saint Mary's University of Minnesota*; Sean Valentine, *University of North Dakota*; Patricia Meglich, *University of Nebraska at Omaha*

© 2022, 448pp, Hardback, 9780357512449

eBook



Master the unique aspects of healthcare HRM that are most relevant to your success with Flynn/Valentine/Meglich's HEALTHCARE HUMAN RESOURCE MANAGEMENT, 4E. This edition's focused, specialized approach is

ideal -- whether you are preparing to work in healthcare or are currently a healthcare practitioner, consultant and managerial professional seeking to advance. This distinctive approach provides the most current, topical information on healthcare management in today's ever-changing industry. The latest organizational examples, scenarios and illustrations keep you ahead of the curve, while thorough discussions explore the rising demand for healthcare professionals against the backdrop of worker shortages and the continuing national debate on healthcare reform. Equip yourself with best practices as this edition examines how challenges, such as the COVID-19 pandemic response, drug and alcohol use by healthcare employees and medical errors, impact HR function.

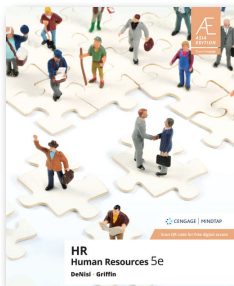
AE PKG HR (WITH MINDTAP PRINTED ACCESS CARD), 5E

Angelo DeNisi, Tulane University; Ricky Griffin, Texas A&M University

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MindTap

AsiaTitle



Learn human resource management YOUR Way with DeNisi/Griffin's HR, 5E from 4LTR Press. This easy-reference printed book with powerful online digital learning support guides you through mastering today's human resource management

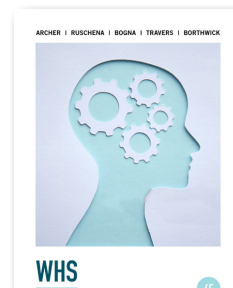
concepts and skills. Visually engaging chapters offer helpful study tools like Chapter Review Cards that consolidate review material into a ready-made study tool. HR, 5E's MindTap allows you to easily explore HR anywhere, anytime - including on your device. Collect your notes and use preset study resources or personalize easy-to-use tags and filters to prioritize your study time. Make and review flashcards, review related content and track your progress with Concept Tracker to focus your efforts and reach your human resource management learning goals. Choose HR, 5E for the human resource management learning support you need -- all in one place and all at an affordable price.

MINDTAP FOR ARCHER'S WHS: A MANAGEMENT GUIDE, 2-TERMS INSTANT ACCESS, 6E

Richard Archer; Leo Ruschena, RMIT; Frank Bogna; Michelle Travers, Blacktown College of TAFE

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Available only on the MindTap platform, WHS: A Management Guide, 6e is full of innovative resources to support critical thinking, and help you move from memorisation to mastery! It looks beyond our current understanding of work health and safety and

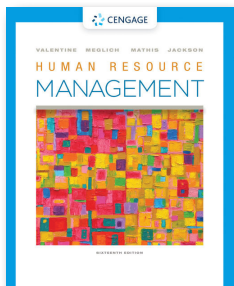
examines how workplaces can be shaped to fit human needs. The content explores risk management and physical safety, but also other human health needs, including psychological and social. WHS: A Management Guide blends the requirements of academic, vocational and industry training, mapping to BSB41419 Certificate IV in Work Health and Safety.

HUMAN RESOURCE MANAGEMENT, 16E

Sean Valentine, *University of North Dakota*; Patricia Meglich, *University of Nebraska at Omaha*; Robert L. Mathis, *University of Nebraska at Omaha*; John H. Jackson, *University of Wyoming*

© 2020, 736pp, Paperback, 9780357033852

MindTap eBook



Prepare for HR and career success with the book that has set the standard for excellence in human resource management. Valentine/Meglich/Mathis/Jackson's HUMAN RESOURCE MANAGEMENT, 16E offers today's most current look at

HRM and its impact on the success of organizations today. A leading resource in preparing for professional HR certification, this edition ensures you are familiar with all major topics for professional examinations from the Society for Human Resource Management and Human Resource Certification Institute. You examine the latest HR research as well as HR theory in contemporary practice. This edition highlights emerging trends driving change in HRM today, including technology, globalization, competencies and HR metrics. Accompanying MindTap digital resources offer a personalized, online learning platform with a tailored presentation created by your instructor. MindTap's Learning Path Navigator guides you in completing reading assignments, annotating readings, finishing homework and checking your understanding with quizzes and assessments.

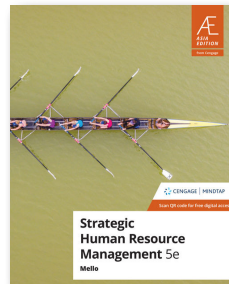
AE STRATEGIC HUMAN RESOURCE MANAGEMENT, 5E

Jeffrey A. Mello

© 2019, 560pp, Paperback, 9789814834629

MindTap

AsiaTitle



MindTap Management for Mello's Strategic Human Resource Management, 5th Edition is the digital learning solution that powers students from memorization to mastery. It gives you complete control of your course—to provide engaging content, to

challenge every individual, and to build their confidence. Empower students to accelerate their progress with MindTap. MindTap: Powered by You. MindTap gives you complete ownership of your content and learning experience. Customize the interactive syllabi, emphasize the most important topics, and add your own material or notes in the eBook. Additional readings and associated questions, plus end-of-chapter quizzes will provide students with the opportunity to prove their decision-making and critical thinking skills. The outcome-driven application helps you challenge every student, build their confidence, and empower them to be unstoppable.

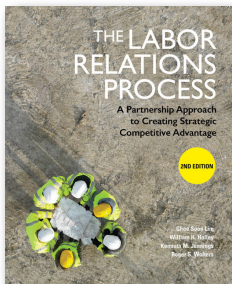
THE LABOR RELATIONS PROCESS, 2E

A Partnership Approach to Creating Strategic Competitive Advantage

Lim Ghee Soon, NUS Business School; William H. Holley, Auburn University; Kenneth M. Jennings, University of Illinois; Roger S. Wolters, Auburn University

© 2018, Paperback, 9789814792370

AsiaTitle



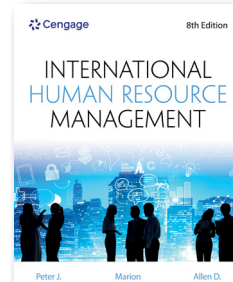
The Labor Relations Process: A Partnership Approach to Creating Strategic Competitive Advantage, Second Edition gives us insight into managing both unionized and non-unionized employees. The

transformation that has taken place in Singapore's industrial relations system and the remarkable improvement in global competitiveness of the Singapore economy in the past several decades provide numerous compelling and valuable lessons which local and overseas managers, government officials, and unionists/employees, can learn jointly. Based on the Singapore experiences, the key ingredient for an effective labor relations system that contributes to national and organizational success in an all-win manner is "industrial peace with justice" and the key success factor to make sure that this ingredient works its wonders is "incessant constructive tripartite deliberation". As managers, government officials, and unionists/employees approach the subject matter collaboratively to evaluate the alternatives available for them to move forward together under a win-win-win partnership, they should be able to find the solutions best-suited for their circumstances.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT 8E

Peter Dowling, La Trobe University in Melbourne, Australia; Marion Festing, ESCP Business School, Berlin, Germany; Allen D. Engle, Eastern Kentucky University

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The eighth edition of this market-leading text explores the core issues in international human resource management from a practical and academic perspective. Written by a team of internationally recognised experts, International Human

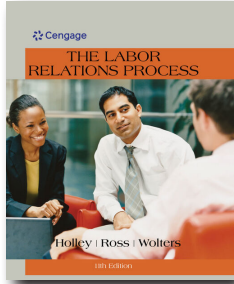
Resource Management covers the latest developments and research in the field and provides a valuable insight into current practices. In-depth case studies throughout the text demonstrate the different principles and models and how to apply these to a range of settings and contexts.

THE LABOR RELATIONS PROCESS, 11E

William H. Holley , Auburn University; *William H. Ross*,
University of Wisconsin -- La Crosse; *Roger S. Wolters*, Auburn
University

© 2017, 720pp, Hardback, 9781305576209

eBook



As globally recognized arbitration experts, the authors of THE LABOR RELATIONS PROCESS bring nearly a century of combined experience with the labor movement, labor relations, and collective bargaining to this popular text. Packed with real-world

examples and quotes from practitioners in the field, this 11th edition explores labor's history from inception to current and emerging trends, touching on government, white-collar, and international contexts to give you an unmatched perspective of the topics. Chapters include in-depth analyses of the relationship between management and labor, including key participants in the processes, and the rights and responsibilities of each. Labor agreements, collective bargaining, contract administration, arbitration, and many other critical issues and processes highlight the complex, exciting nature of organized labor, and introduce you to the wide variety of professional opportunities available to you today.

HUMAN RESOURCE MANAGEMENT, 2E

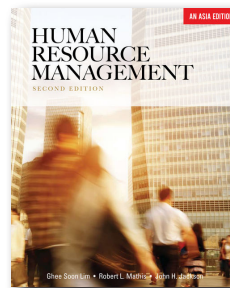
An Asia Edition

Lim Ghee Soon, NUS Business School; *Robert L. Mathis* ; *Dr. John H. Jackson* , University of Wyoming

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MindTap

AsiaTitle



In a globalized economy, students of human resource management (HRM) must not only be knowledgeable about the best and universally applicable HRM theories and practices that are available, but also be informed about the contextual conveniences

and limitations that may affect the actual operations of HRM in a specific country or region. HRM is a highly context-bound subject matter because different countries have different laws and regulations governing the employment of their people. A HRM textbook can only be as good as how it has adapted the best theories and practices it has identified to fit the local context. To strike a balance between the ideal scenario and the current state of knowledge dissemination in HRM, we have updated Human Resource Management: An Asia Edition to highlight universally usable HRM theories and practices sourced from leading research and reports that may be applicable to HRM in Asia. In this new edition, we want to show case studies from countries such as Hong Kong, Malaysia, Singapore, and China to facilitate student discussions.

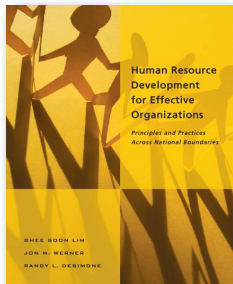
HUMAN RESOURCE DEVELOPMENT FOR EFFECTIVE ORGANIZATIONS

Principles and Practices Across National Boundaries

Ghee Soon Lim, The National University of Singapore; Jon M. Werner, University of Wisconsin-Whitewater; Randy L. DeSimone, Rhode Island College

© 2013, Paperback, 9789814455138

AsiaTitle



Human Resource Development (HRD) features prominently in the Singapore economy and has been widely hailed as one of the success factors that propelled Singapore to one of the top five economies in the world in terms of gross domestic product

(GDP) per capita on a purchasing power parity basis. With the consistent governmental emphasis on training and development in the past decades, the Singapore workforce has come to view training and development as a natural part of their work and non-work lives. This learning mindset (in both employees and managers) hence sets the workforce apart from those in other economies, and constitutes one of the strategic competitive advantages for the country. As other economies emulate the Singapore model, the country has continued to fine-tune its human development strategy to stay ahead. Within this context, enabling organizations to sharpen their internal human resource systems to take advantage of the learning culture, state support, and the ever-changing makeup of their employees, become the crucial levers that determine organizational success. Hence, the principles and practices explored in this book can be regarded as a set of “how tos” for human resource development students and practitioners to excel as they take action to transform the workforce for the 21st century.

INTERNATIONAL BUSINESS

NEW EDITION

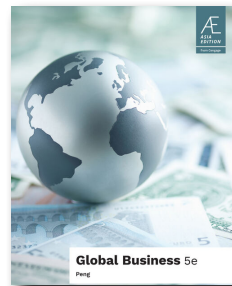
AE GLOBAL BUSINESS, 5E

Mike Peng, University of Texas at Dallas

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AsiaTitle



Discover success in global business today with the strategic approach and unique coverage found only in Peng's GLOBAL BUSINESS, 5E. This is the first global business text to ask the big question, “What determines the success

and failure of firms around the globe?” Award winning scholar and author Mike Peng answers from both an institution-based and resource-based view in every chapter. This inviting, conversational approach highlights the latest research and examples of recent global developments. New cases from international experts examine how companies are expanding globally and responding to COVID. Unique debate sections draw you into engaging discussions that sharpen your independent thinking and strengthen your perspective on business challenges. You examine today's geopolitics, risk management, tariffs and trade compliance, supply chain reorganization and management of stakeholder relationships. MindTap digital resources help you strengthen a global mindset that can advance your opportunities in any type of career.

NEW EDITION

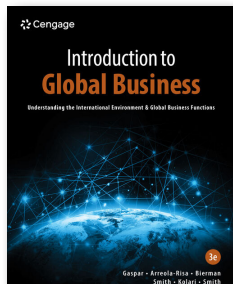
INTRODUCTION TO GLOBAL BUSINESS, 3E

Understanding the International Environment & Global Business

Julian E. Gaspar, Mays Business School, Texas A&M University;
James W. Kolari, Mays Business School, Texas A&M University;
Katherine T. Smith, Texas A&M University; Leonard Bierman,
Mays Business School, Texas A&M University

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Understanding today's rapidly changing global business environment can be challenging, particularly with conflicting news about how business actions in the European Union or emerging economies of Asia, or migrations from Mexico and Central America

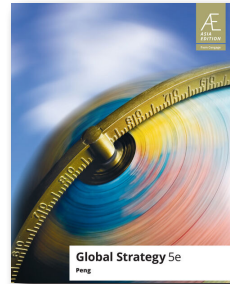
are impacting the U.S. and world economies. **INTRODUCTION TO GLOBAL BUSINESS: UNDERSTANDING THE INTERNATIONAL ENVIRONMENT & GLOBAL BUSINESS, 3E** provides a clear, comprehensive analysis of today's global business environment, supported by current examples and mini-cases. Written by authoritative professionals, this edition introduces globalization using unparalleled scholarship and the fundamentals of the global business environment -- culture, ethics, economics and information technology. You see how shifts in the global geopolitical balance of power and changing regional strategic alliances can impact job opportunities and future living standards, as the text flows from concept to application. MindTap digital resources help you apply principles to personal and professional situations.

AE GLOBAL STRATEGY, 5E

Mike Peng, University of Texas at Dallas

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AsiaTitle



The world's best-selling global business strategy text, Peng's **GLOBAL STRATEGY, 5E** uses a reader-friendly approach to help you master principles of strategic management from a truly global perspective. This edition emphasizes strategy

around the globe using evidence-driven explanations with the latest research. A conversational style emphasizes the story behind the stories, while encouraging discussion. Timely debates address strategic issues, such as globalization versus de-globalization, offshoring versus non-offshoring and social media freedom of speech versus censorship. You also examine building an antitrust case against Big Tech and reducing income inequality via corporate social responsibility (CSR). Lively strategy-in-action boxes and numerous cases -- including brief, to-the-point integrative cases written with today's time-starved students in mind -- present current topics in every chapter.

GLOBAL 4, 4E

Mike Peng, University of Texas at Dallas

© 2018, 272pp, Paperback, 9781337406833

MindTap eBook



Through ongoing research into students' workflows and preferences, GLOBAL from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards, and an innovative experience – all at an affordable price.

New for this edition,

students explore GLOBAL anywhere, anytime, and on most devices! With the intuitive StudyBits™ functionality, students study more effectively and can visually monitor their own progress. Coupled with straightforward course management, assessment, and analytics for instructors, GLOBAL engages students of all generations and learning styles, and integrates seamlessly into your Global Business Course. GLOBAL4 features all-new animated PengAtlas maps, cutting-edge examples, and chapter introduction videos.

INTERNATIONAL MANAGEMENT

MINDTAP® MANAGEMENT, 1 TERM (6 MONTHS) INSTANT ACCESS FOR CULLEN/PARBOTEEAH'S MULTINATIONAL MANAGEMENT, 7E

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

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MindTap



MindTap® Management for Cullen/Parboteeah's Multinational Management, 7th Edition, is the digital learning solution that helps instructors engage and transform today's students into critical thinkers. Through paths of dynamic assignments and

applications that you can personalize, real-time course analytics, and an accessible reader, MindTap helps you turn cookie cutter into cutting edge, apathy into engagement, and memorizers into higher-level thinkers. This edition of MindTap® is also available as a bundle option with the Loose-Leaf Version of Cullen/Parboteeah's Multinational Management. As an instructor using MindTap you have at your fingertips the right content and unique set of tools curated specifically for your course, all in an interface designed to improve workflow and save time when planning lessons and course structure. The control to build and personalize your course is all yours', focusing on the most relevant material while also lowering costs for your students. Stay connected and informed in your course through real time student tracking that provides the opportunity to adjust the course as needed based on analytics of interactivity in the course.

LEADERSHIP

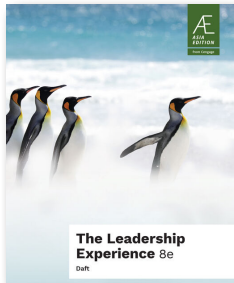
NEW EDITION

AE THE LEADERSHIP EXPERIENCE, 8E

Richard L. Daft, *Vanderbilt University*

© 2023, 528pp, Paperback, 9789815077193

AsiaTitle



Master critical leadership skills and gain an understanding of the theory needed to become an effective business leader in today's turbulent times with Richard Daft's THE LEADERSHIP EXPERIENCE, 8E. In this edition you explore the

latest thinking in leadership theory and contemporary practices in organizations throughout the world. New content addresses emerging topics from how to lead agile, hybrid and remote work teams to establishing a growth mindset, encouraging mindfulness and embracing diversity. New discussions also examine moral awareness, optimism bias, leading with grit, the leader's responsibility to followers, creating a healthy culture and collective activism. You find approximately 30 brief real leader examples in each chapter as well as new "Put It Into Practice" short exercises and more than 32 new experiential exercises in this edition. Unique insights behind actual leadership decisions make topics come alive.

NEW EDITION

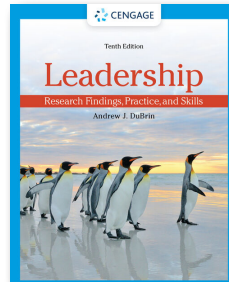
LEADERSHIP, 10E

Research Findings, Practice, and Skills

Andrew J. DuBrin, *Rochester Institute of Technology*

© 2023, 464pp, Paperback, 9780357716175

MindTap



Examine the keys to leadership success with the practical, skill-building approach found in DuBrin's LEADERSHIP: RESEARCH FINDINGS, PRACTICE AND SKILLS, 10E. This edition balances current research and theories with the latest applications from

successful practitioners in today's business world. New and updated, popular self-assessment quizzes and the latest skill-building exercises help you inventory and strengthen your own leadership qualities and personal competencies. An engaging narrative highlights stories of leadership in familiar companies, such as UPS, Best Buy, Salesforce, Kohl's and GM. This edition provides more opportunities than any other book of its kind to apply the principles you've just learned in cases and experiential exercises. MindTap digital resources are also available to help you refine your knowledge and leadership skills as you develop the confidence to become an effective leader.

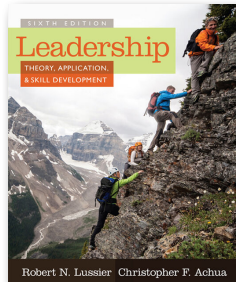
LEADERSHIP, 6E

Theory, Application, & Skill Development

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

© 2016, 528pp, Paperback, 9781285866352

eBook



The most practical leadership textbook on the market, LEADERSHIP 6e uses a unique three-pronged approach to teach leadership concepts and theory. The authors combine traditional theory with cutting-edge leadership topics in a concise

presentation packed with real-world examples. The text puts students in the leadership role, engaging them in applying the concepts and providing step-by-step behavior models for effectively handling leadership functions.

ORGANIZATIONAL BEHAVIOR

NEW EDITION

ORGANIZATIONAL BEHAVIOR, 14E

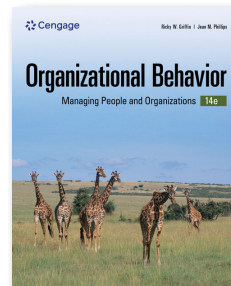
Managing People and Organizations

Ricky W. Griffin, *Texas A&M University*;

Jean M. Phillips, *Penn State University*

© 2024, 608pp, Paperback, 9780357899076

MindTap eBook



Learn how to think and act like a successful manager with the powerful insights, latest concepts and reader-friendly approach found in Griffin/Phillips' ORGANIZATIONAL BEHAVIOR: MANAGING PEOPLE AND ORGANIZATIONS, 14E.

This edition equips you with the skills and practical understanding to meet today's management challenges. You examine the fundamentals of employee behavior with balanced coverage of classic management ideas and the most recent organizational behavior developments and contemporary trends. Updated learning features and examples from well-known organizations complement numerous cases and current content that focuses on pressing issues and practical solutions. You also identify personal strengths and explore areas where you need further development with self-assessment activities and end-of-chapter activities designed to improve your skills. MindTap digital resources are also available to further your personal success as you learn to effectively lead others.

AE PKG ORGB (WITH MINDTAP 1 TERM PRINTED ACCESS CARD), 6E

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

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MindTap

AsiaTitle



Learn Organizational Behavior YOUR Way with ORGB! ORGB's easy-reference, paperback textbook presents course content through visually engaging chapters as well as Chapter Review Cards that consolidate the best review material into a ready-

made study tool. With the textbook or on its own, ORGB Online allows easy exploration of ORGB anywhere, anytime--including on your device! Collect your notes, browse interactive content and create StudyBits as you go to remember what's important. Then, either use preset study resources or personalize the product through easy-to-use tags and filters to prioritize your study time. Make and review flashcards, review related content and track your progress with Concept Tracker--all in one place and at an affordable price!

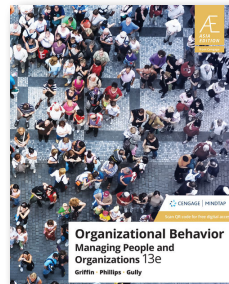
AE ORGANIZATIONAL BEHAVIOR: MANAGING PEOPLE AND ORGANIZATIONS, 13E

Ricky W. Griffin, Texas A&M University; Jean M. Phillips; Stanley M. Gully, Penn State University

© 2020, 608pp, Paperback, 9789814866323

MindTap

AsiaTitle



Griffin/Phillips/Gully's applied approach in ORGANIZATIONAL BEHAVIOR: MANAGING PEOPLE AND ORGANIZATIONS, 13E balances classic management ideas with today's most recent organizational behavior

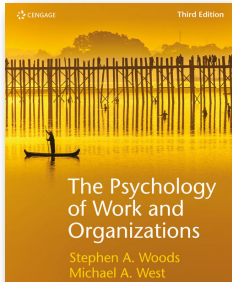
developments and trends. Your students learn to think and act like successful managers as this edition examines the fundamentals of employee behavior. Numerous learning features, including clear explanations of key terms, evaluations of the latest research findings and chapter-opening Real-World Challenges create a reader-friendly approach. Memorable examples from well-known organizations complement the book's in-chapter organizational cases, end-of-chapter exercises, self-assessments, video cases and exercises. Students focus on OB's most pressing issues and learn to develop practical solutions as they develop the skills, tools and resources to compete effectively within the world of organizational change.

THE PSYCHOLOGY OF WORK AND ORGANISATIONS, 3E

Stephen A. Woods, *University of Liverpool Management School*; Michael A. West, *Lancaster University Management School*

© 2020, 544pp, Hardback, 9781473767171

eBook



Now in its third edition, Woods and West's *The Psychology of Work and Organizations* provides students with a complete introduction to how psychology can help us to better understand the world of work and to change it for the better. Work psychology

has the potential to help people be more productive and prosperous in their jobs, to derive joy from work, flourish rather than languish as a result of their work lives, and to ensure the effectiveness and adaptability of work organizations. Ensuring organizations support environmental concerns, enable positive approaches to equality, diversity and inclusion, and achieve the benefits of new technologies are key themes of this new edition. The authors address these issues with an engaging, optimistic and very accessible approach.

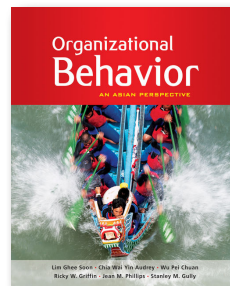
ORGANIZATIONAL BEHAVIOR: AN ASIAN PERSPECTIVE

Lim Ghee Soon, Chia Wai Yin Audrey, Wu Pei Chuan, *all of the National University of Singapore*;
Ricky W. Griffin, *Texas A&M University*;
Jean M. Phillips, Stanley M. Gully, *both of Penn State University*

© 2019, 668pp, Paperback, 9789814846882

MindTap

AsiaTitle



Organizational Behavior: An Asian Perspective presents a set of relevant theories complete with actual examples of good practices that have been used by real-world managers, especially those in Asia, to shed light on the effective management of

people and organizations in a turbulent, connected world. Key aspects of people and organizations addressed include individual characteristics, motivation, teamwork, communication, culture, leadership, conflict, negotiation, decision making, structure and design, and change.

ORGANIZATION DEVELOPMENT AND CHANGE

ORGANISATIONAL CHANGE, 7E

Dianne Waddell, Deakin University (Retired); Andrew Creed, Deakin University; Thomas G. Cummings, University of Southern California; Christopher G. Worley

© 2020, 592pp, Paperback, 9780170424448

MindTap eBook



Organisation Change: Development and Transformation looks at the development of organisations and the ways organisations evolve to reflect what's going on around them, as well as ways you can approach this transformation. The text

also discusses the future directions of change management, and why gaining a competitive advantage is the goal of many organisations. To emphasise the relationship between theory to practice, this text provides 10 local and international case studies, descriptions from practitioners and a range of online cases. To access your Student Website, please visit <https://get.ga/9780170424448>

AE ORGANIZATION DEVELOPMENT AND CHANGE, 11E

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

© 2019, 816pp, Paperback, 9789814834698

MindTap

AsiaTitle



MindTap Management for Cummings/Worley's Organization Development and Change, 11th Edition is the digital learning solution that powers students from memorization to mastery. It gives you complete control of your course--to provide engaging content, to

challenge every individual and to build their confidence. Empower students to accelerate their progress with MindTap. MindTap: Powered by You. MindTap gives you complete ownership of your content and learning experience. Customize the interactive syllabi, emphasize the most important topics and add your own material or notes in the ebook. The Cummings/Worley MindTap includes such options as a 15-question quiz covering key concepts for each chapter, questions on each chapter's applications features, and additional questions on selected cases from each part.

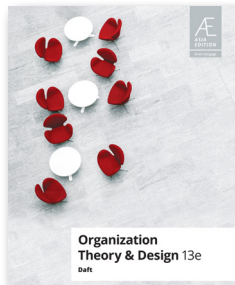
ORGANIZATION THEORY

AE ORGANIZATION THEORY & DESIGN, 13E

Richard L. Daft, Vanderbilt University

© 2020, 752pp, Paperback, 9789814922791

AsiaTitle



Recognized as one of the most systematic, well-organized texts in the market, the 13th edition of ORGANIZATION THEORY AND DESIGN helps current and future managers prepare for the challenges of today's business world.

The new edition features important revisions, including a new chapter on Designs for Social Impact: Dual-Purpose Organizations and a new chapter on Designs for Digital Organizations and Big Data. Other new topics include Reverse Innovation, Artificial Intelligence, Social Network Analysis and Holacracy Team-Based Structure. In addition, the text continues its tradition of incorporating the most current examples and research alongside time-tested principles. Students see how many of today's well-known organizations have learned to cope and even thrive amidst a rapidly changing, highly competitive international environment. Featured organizations include Facebook, Uber, Amazon, Disney/Pixar, Southwest Airlines, Barnes & Noble, and Cisco Systems and dozens of other companies, many from other countries. Organization studies, proven cases, and illustrations provide the insights necessary to better understand modern organizations, while new and proven learning features give your students opportunities to apply concepts and refine their personal business skills and insights.

PRINCIPLES OF MANAGEMENT

NEW EDITION

MGMT5, 5E

Chuck Williams, Butler University; Alan McWilliams, Victoria University, Australia; Rob Lawrence, College of Business, Victoria University; Wahed Waheduzzaman, Swinburne University of Technology

© 2023, 428pp, Paperback, 9780170459587

MindTap



MGMT5 is a highly visual and engaging resource that takes an innovative approach to learning. Its student-friendly approach gives you concise, complete coverage of the subject and helps you learn the principles of management with timely, interesting

examples.

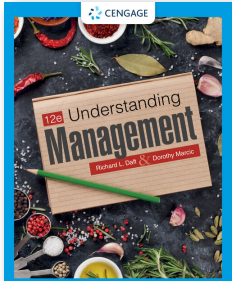
NEW EDITION

UNDERSTANDING MANAGEMENT, 12E

Richard L. Daft, Vanderbilt University; Dorothy Marcic

© 2023, 616pp, Paperback, 9780357716892

MindTap



Examine the issues impacting today's current, fast-shifting business environment and the necessary management solutions with Daft/Marcic's market-leading UNDERSTANDING MANAGEMENT, 12E. Even before recent upheavals,

managers and organizations were buffeted by competitive, social, technological and economic change. Today's managers face more demands than ever before in the scramble to cope with the turbulence of recent events, ethical and social turmoil, mobile commerce, economic instability, globalization, cybersecurity threats, increasing government regulation and global supply chains. This edition helps you, as a future manager, find leading-edge solutions to significant problems -- whether everyday challenges or once-in-a-lifetime crises. Content extends beyond techniques traditionally taught to encompass a breadth of management skills and new competencies you can use to face today's issues. MindTap and Write Experience digital resources are also available to help you seize opportunity and lead change.

AE FUNDAMENTALS OF MANAGEMENT, 10E

Ricky Griffin, Texas A&M University

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MindTap

AsiaTitle



Master the process of management with the skills-based, functional approach in Griffin's FUNDAMENTALS OF MANAGEMENT, 10E. Timely content focuses on active planning, leading, organizing and controlling

as you examine emerging management topics. New discussions explore the impact of technology, the importance of a green business environment, the need to adapt in changing times, ethical challenges and the role of diversity. This is one of the first management books to examine the impact of the COVID-19 pandemic and its resulting economic turmoil. New cases and updated learning features support an effective balance of classic theory and contemporary practice. Hundreds of contemporary examples highlight organizations such as Starbucks, Hilton Hotels and Quicken Loans. New MindTap digital resources further guide you in thinking and acting like a successful manager with learning, application and study modules for each chapter. Immediate feedback and links to the printed book also help you prepare for exams.

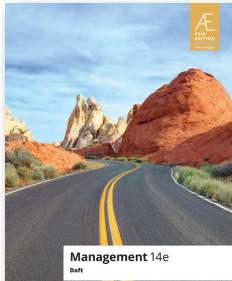
AE MANAGEMENT, 14E

Richard L. Daft, Vanderbilt University

© 2022, 784pp, Paperback, 9789814986243

MindTap

AsiaTitle



Develop with the confidence and innovative skills to lead in today's rapidly changing, turbulent business environment with Daft's market-leading MANAGEMENT, 14E. This reader-friendly presentation blends

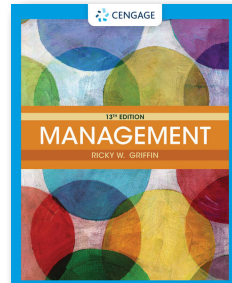
coverage of the latest managerial theories and emerging trends with a strong foundation in best management practices. New personal feedback inventories let you evaluate your strengths, while updated engagement exercises and applications guide you in expanding management competencies, harnessing your creativity and putting theory into practice. Recent research, organized around the four functions of management, helps you look beyond traditional techniques to consider a full breadth of progressive management solutions. Numerous new examples and cases from familiar organizations bring the practice of management into clear focus. In addition, MindTap online video cases, interactive exercises and applications further equip you to achieve exceptional results in your managerial role.

MANAGEMENT, 13E

Ricky W. Griffin, Texas A&M University

© 2022, 736pp, Hardback, 9780357517123

MindTap



Master the process of management with the skills-based, functional approach in Griffin's MANAGEMENT, 13E. Timely content focuses on active planning, leading, organizing and controlling as you examine emerging management topics. New discussions explore the

impact of technology, the importance of a green business environment, the need to adapt in changing times, ethical challenges and the role of diversity. This is one of the first management books to examine the impact of the COVID-19 pandemic and its resulting economic turmoil. New cases and updated learning features support an effective balance of classic theory and contemporary practice. Hundreds of current examples highlight organizations such as Starbucks, Hilton Hotels, Quicken Loans and Honey Pot. New MindTap digital resources further guide you in thinking and acting like a successful manager with learning, application and study modules for each chapter. Immediate feedback and links to the printed book help you prepare for exams.

MGMT, 12E

Chuck Williams, *Butler University*

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MindTap eBook



Learn **MANAGEMENT** YOUR Way with MGMT! Extensively updated to reflect the latest research in the field, MGMT makes concepts and theories accessible and relevant with timely, interesting examples of their applications at real

businesses. Now available with MindTap, the digital learning solution designed to help you think and act like a manager. MGMT's easy-reference, textbook presents course content through visually engaging chapters as well as Chapter Review Cards that consolidate the best review material into a ready-made study tool. With the textbook or on its own, MindTap for MGMT allows you to learn on your terms. Read or listen to textbook and study with the aid of instructor notifications, flashcards and practice quizzes. Track your scores and stay motivated toward your goals. Whether you have more work to do or are ahead of the curve, you'll know where you need to focus your efforts.

MANAGEMENT, 7E

Danny Samson, *University of Melbourne*; Timothy Donnet, *Queensland University of Technology*; Richard L. Daft, *Vanderbilt University*

© 2021, 896pp, Paperback, 9780170444040

MindTap eBook



Management provides a balance of broad, theoretical content with an engaging, easy-to-understand writing style. It covers the four key management functions: planning, organising, leading, and controlling – conveying the elements of a manager's working day.

Real-life local and international examples showcase the ongoing changes in the management world. Focusing on a 'skills approach', they bring concepts to life, supporting motivation, confidence and mastery. Each part includes a case study, for example, car company Toyota as it faces managerial challenges and opportunities in the region.

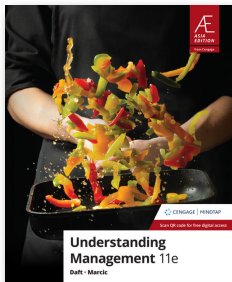
AE UNDERSTANDING MANAGEMENT, 11E

Richard L. Daft, Vanderbilt University; Dorothy Marcic

© 2020, 656pp, Paperback, 9789814866347

MindTap

AsiaTitle



Prepare students for management success as Daft/Marcic's market-leading UNDERSTANDING MANAGEMENT, 11E integrates classic management principles with today's latest management ideas. Acclaimed authors Richard Daft and Dorothy

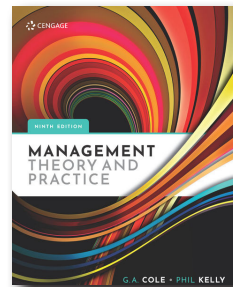
Marcic focus on management and entrepreneurial issues within small to midsize companies -- where most students begin their careers -- in addition to addressing issues in today's larger global enterprises. Students study best practices in management as they build practical skills for future or current careers. Memorable examples and numerous skill-building and application exercises packed into every chapter deepen understanding and help students refine management abilities. This streamlined edition closely examines how change demands innovation and how innovation requires forward-thinking and flexible leaders and organizations. A complete support package with high-impact digital options, including MindTap and Write Experience, helps you prepare students to seize business opportunities and lead change.

MANAGEMENT THEORY AND PRACTICE, 9E

Gerald A Cole, Non-Executive Director; Phil Kelly

© 2020, 640pp, Paperback, 9781473769724

eBook



The 9th edition of this classic textbook provides students with a firm understanding of current management theories and practical skills to help smooth their transition into the workplace. Combining theory and practice it has been fully updated with a

revised three-part structure to help learners focus on the many roles managers can play in an organization. It covers the topics most commonly taught on business courses at undergraduate and postgraduate level and gives students an insight into the latest trends in the ever-changing world of management.

SMALL BUSINESS MANAGEMENT

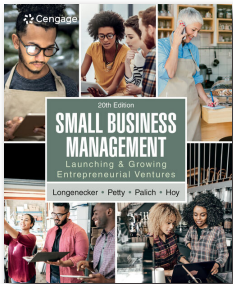
NEW EDITION

SMALL BUSINESS MANAGEMENT, 20E Launching & Growing Entrepreneurial Ventures

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

© 2023, 608pp, Paperback, 9780357718803

MindTap



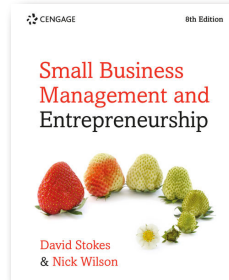
Discover the keys to small business success with Longenecker/Petty/Palich/Hoy's **SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 20E**. This best-selling book provides

practical concepts, entrepreneurial insights and complete resources that are valuable now and throughout your management ventures. This edition guides you through the full business cycle, from how to start and manage to growing and harvesting a business. Current coverage offers innovative tools and unforgettable examples, cases and activities to sharpen skills. You take the role of decision-maker as you apply what you've learned to current challenges in today's small businesses. Revisions address the gig economy while expanded coverage of the business plan highlights the Business Model Canvas. Updated, clear explanations of financial statements focus on the needs of small business owners. MindTap digital resources and LivePlan business plan software are also available with more tools for business success.

SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP, 8E

David Stokes, Kingston University; Nicholas Wilson

© 2021, 512pp, Paperback, 9781473773899



Now in its eighth edition, this book provides thorough coverage of small business management and entrepreneurship, drawing on contemporary theory and practice in equal measure. It includes recent examples and

current references drawn from a wide variety of industrial, social and cultural contexts, such as the impact of Coronavirus on small businesses, the effect of GDPR on market research and the use of influencers in marketing. This textbook is essential reading for small business management modules at all levels in addition to entrepreneurship modules and any programme requiring a focus on small businesses and enterprise.

STRATEGIC MANAGEMENT

NEW EDITION

STRATEGIC MANAGEMENT: CONCEPTS AND CASES, 14E

Competitiveness and Globalization

Michael A. Hitt, Texas A&M University; R. Duane Ireland, Texas A&M University; Robert E. Hoskisson, Rice University; Jeffrey S. Harrison, University of Richmond

© 2024, 600pp, Paperback, 9780357716762

MindTap eBook



Examine strategic management with the market-leading book that sets the standard as today's most intellectually rich, but practical analysis of strategic management. Written by award-winning instructors and prominent management scholars, Hitt/Ireland/Hoskisson/Harrison's STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, 14E incorporates cutting-edge research and examples from more than 600 companies. This edition combines a classic industrial organization model with a resource-based view of the firm and a stakeholder perspective to demonstrate how businesses establish competitive advantages in the global market. You study how firms govern themselves, formulate and implement strategies that create value for stakeholders, use strategic alliances to enhance global competitiveness and meld strategic management and entrepreneurial behaviors for winning growth strategies. MindTap online resources are also available to help you excel as a strategic leader.

Ireland/Hoskisson/Harrison's STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, 14E incorporates cutting-edge research and examples from more than 600 companies. This edition combines a classic industrial organization model with a resource-based view of the firm and a stakeholder perspective to demonstrate how businesses establish competitive advantages in the global market. You study how firms govern themselves, formulate and implement strategies that create value for stakeholders, use strategic alliances to enhance global competitiveness and meld strategic management and entrepreneurial behaviors for winning growth strategies. MindTap online resources are also available to help you excel as a strategic leader.

NEW EDITION

STRATEGIC MANAGEMENT: THEORY & CASES, 14E

An Integrated Approach

Charles W. L. Hill, University of Washington; Melissa A. Schilling, New York University

© 2024, 712pp, Paperback, 9780357716625

MindTap eBook



This comprehensive and engaging text presents the complexities of strategic management through up-to-date scholarship and hands-on applications. Highly respected authors Charles Hill and Melissa Schilling integrate cutting-edge research on topics including

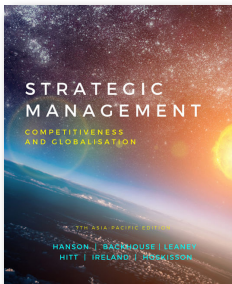
competitive advantage, corporate governance, diversification, strategic leadership, technology and innovation, and corporate social responsibility through both theory and case studies. Based on real-world practices and current thinking in the field, the 14th edition features an increased emphasis on the changing global economy and its role in strategic management. The appendix walks students through the case-analysis process, and explains key ratios that managers use to compare the performance of firms. The high-quality case study program contains 31 cases covering small, medium, and large companies from a large range of industries and nations. Featured cases in this edition include Tesla Motors, Alibaba, Google, Microsoft, Boeing, Ikea, Zeta Energy, and many others. When paired with this student-centric text, the MindTap learning solution will prepare the next generation of strategic leaders.

STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALISATION, 7E

Dallas Hanson, University of Tasmania; Kim Backhouse, University of Tasmania; David Leaney, Australian National University; Michael A. Hitt, Texas A&M University

© 2022, 616pp, Paperback, 9780170451116

MindTap eBook



Strategic Management 7th Edition offers a comprehensive examination of regional and international issues to provide you with a complete, accurate and up-to-date explanation of the strategic management process. This edition includes new coverage on

the public sector, not-for-profit organisations, Australian legal frameworks and corporate social responsibility as well as examples and cases from Australia, New Zealand and Asia-Pacific. This local content helps you connect with examples that are relevant to you and reflects the current climate of strategic management, while updated international content demonstrates how strategic management is used in the global economy.

AE STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH: THEORY, 13E

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

© 2020, 480pp, Paperback, 9789814878296

MindTap

AsiaTitle



Hill/Schilling/Jones' STRATEGIC MANAGEMENT, AN INTEGRATED APPROACH: THEORY, 13E introduces today's accumulated knowledge of strategic management scholarship in a way that is extremely accessible to

students with engaging research. Cutting-edge topics include competitive advantage, corporate governance, diversification, strategic leadership, technology and innovation, and corporate social responsibility.

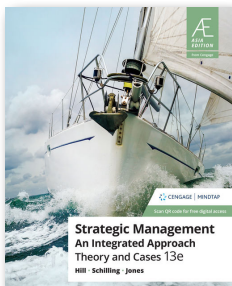
AE STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH: THEORY & CASES

Charles W. L. Hill, *University of Washington*; Melissa A. Schilling, *New York University*; Gareth R. Jones, *Texas A&M University*

© 2020, 736pp, Paperback, 9789814878289

MindTap

AsiaTitle



Hill/Schilling/Jones' **STRATEGIC MANAGEMENT, AN INTEGRATED APPROACH: THEORY & CASES, 13E** introduces today's accumulated knowledge of strategic management scholarship in a way that is extremely

accessible to students with engaging research and 31 short and long case studies from well-known, leading global companies. Cutting-edge topics include competitive advantage, corporate governance, diversification, strategic leadership, technology and innovation, and corporate social responsibility.

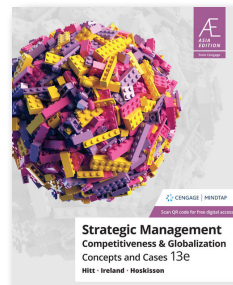
AE STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION: CONCEPTS AND CASE, 13E

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

© 2020, 768pp, Paperback, 9789814878173

MindTap

AsiaTitle



Written by today's most prominent management scholars and award-winning instructors, Hitt/Ireland/Hoskisson's **STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, 13E** provides an intellectually rich, yet practical, analysis

of strategic management. The authors combine a classic industrial organization model with a resource-based view of the firm to clearly demonstrate how today's businesses establish competitive advantages and create value for stakeholders. Also included at no additional charge are 20 leading business cases, carefully selected by the authors, which cover several US and international businesses across many industries. Cutting-edge research provides a strong global focus and helps students more accurately interpret the actions of more than 600 emerging and established companies that are striving to serve stakeholders and gain a competitive advantage over their rivals. Almost all Opening Cases are new to this edition as they introduce chapter concepts to readers. Updates to this edition's other cases provide fresh insights and reflect the latest developments. All-new mini cases in each chapter offer new contexts of study.

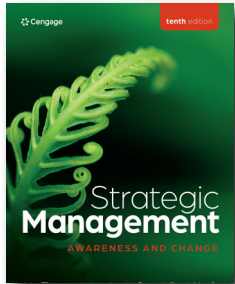
NEW EDITION

**STRATEGIC MANAGEMENT:
AWARENESS AND CHANGE, 10E**

John Thompson, Jonathan M. Scott, Frank Martin

© 2023, 720pp, Paperback, 9781473786530

MindTap



The tenth edition of Strategic Management: Awareness and Change provides students with a sound intellectual framework of the various models and theories of strategic management. Learners explore strategic concepts and strategy implementation to find out

how organizations deal with continual transformation—from the rapid growth of the internet, disruptive business models such as the gig economy and online subscriptions and COVID-19—which highlight the need for strategic agility and resilience in all sectors.

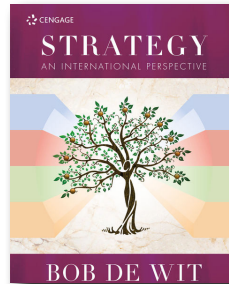
STRATEGY, 7E

An International Perspective

Bob de Wit, Professor of Strategic Leadership at Nyenrode Business University, The Netherlands.

© 2020, 848pp, Paperback, 9781473765856

eBook



The philosophy at the heart of Bob de Wit's landmark text Strategy is that an understanding of the topic can only be gained by exposure to the many opposite perspectives in the field. Recognizing that there is no simple answer to the question of 'what is

strategy', the author navigates readers through contrasting viewpoint readings to encourage discussion and debate, and illustrative cases to acknowledge the importance of strategy in the world of business. Placing the student at the centre of the strategy debates encourages the qualities of creativity, flexibility, independence and analytical depth that are needed to become a strategic thinker.

MINDTAP MANAGEMENT, 1 TERM (6 MONTHS) INSTANT ACCESS FOR WHITE/BRUTON'S THE MANAGEMENT OF TECHNOLOGY AND INNOVATION, 3E

Margaret White, *Oklahoma State University*; Garry D. Bruton, *Texas Christian University*

© 2017, 0pp, NonBook-Disk, 9781305576865

MindTap



MindTap® Management for White/Bruton's *The Management of Technology and Innovation: A Strategic Approach*, 3rd Edition is the digital learning solution that powers students from memorization to mastery. It gives you complete control of your course—to provide

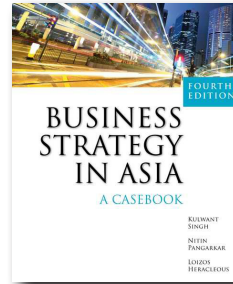
engaging content, to challenge every individual, and to build their confidence. Empower students to accelerate their progress with MindTap. MindTap: Powered by You. MindTap gives you complete ownership of your content. Reorganized into an all-digital format, this edition moves valuable appendix content into the chapters. Real-World Lens features provide examples that reinforce concepts in the reader. You can customize the interactive syllabi, emphasize key topics, and add your own material or notes in the eBook. MindTap® is also available as a bundle option with the loose-leaf version of *The Management of Technology and Innovation*.

BUSINESS STRATEGY IN ASIA, 4E A Casebook

Kulwant Singh, *National University of Singapore Business School*; Nitin Pangarkar, *National University of Singapore Business School*; Loizos Heracleous, *Warwick Business School*

© 2013, Paperback, 9789814424912

AsiaTitle



This book fills an important underserved niche in the strategy arena. Written by expert researchers on Asian business, it presents a broad selection of cases addressing a range of current and important issues in business strategy.

The cases have been carefully chosen to represent all the different dimensions of diversity within Asia: geographic (countries), industries, and firm types. More than half of them are either new to or revised for this edition. The cases present an array of large and small firms, high-technology and new-economy firms, and those in emerging as well as mature industries, achieving success and suffering failure in a variety of business environments. The diversity of cases, firms, and strategy situations in this book makes it an invaluable resource for teachers, students, and strategists. It can be used by faculty to teach in undergraduate, graduate, and executive education sessions. The book can also serve as a valuable guide for business managers interested in understanding how to compete in Asia.

SUPERVISION

NEW EDITION

SUPERVISION, 14E

Concepts and Practices of Management

Edwin C. Leonard, Indiana University; Kelly A. Trusty, Western Michigan University School of Public Affairs and Administration

© 2024, 626pp, Paperback, 9780357719008

eBook



Be empowered to apply objective and effective administrative skills in the competitive marketplace with Leonard/Trusty's **SUPERVISION: CONCEPTS AND PRACTICES OF MANAGEMENT**, 14th EDITION. The text presents

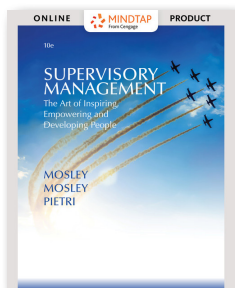
a framework of evidence-based foundational practices, applied in the rapidly-shifting context of today's organizations. The authors draw on decades of firsthand business and community organization experience to present a practical toolbox of leadership competencies that are urgently needed on organizational frontlines. This comprehensive field guide for entry-level supervisors provides insights and strategies that address today's most pressing challenges. The practical discussions and case examples in the text are complemented with live and virtual individual and team skill-building exercises, which give you opportunities to practice and polish essential supervisory competencies. Experiential learning activities will help you understand how you can help your employees succeed.

MINDTAP MANAGEMENT, 1 TERM (6 MONTHS) INSTANT ACCESS FOR MOSLEY/MOSLEY/PIETRI'S SUPERVISORY MANAGEMENT: THE ART OF INSPIRING, EMPOWERING, AND DEVELOPING, 10E

Donald C. Mosley, University of South Alabama; Don C. Mosley, Jr., University of South Alabama; Paul H. Pietri, University of South Alabama

© 2019, NonBook-Disk, 9781337622875

MindTap



MindTap Management for Mosley/Mosley/Pietri's Supervisory Management: The Art of Inspiring, Empowering, and Developing, 10th Edition is the digital learning solution that powers students from memorization to mastery. It gives you complete control

of your course—to provide engaging content, to challenge every individual, and to build their confidence. Empower students to accelerate their progress with MindTap. MindTap: Powered by You. MindTap gives you complete ownership of your content and learning experience. Customize the interactive syllabi, emphasize the most important topics, and add your own material or notes in the eBook.

MARKETING

ADVERTISING/PROMOTION

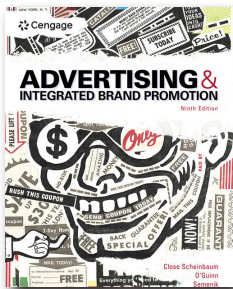
NEW EDITION

ADVERTISING AND INTEGRATED BRAND PROMOTION, 9E

Thomas O'Guinn, University of Wisconsin-Madison; Chris Allen, University of Cincinnati; Chris Allen, University of Cincinnati; Richard J. Semenik, Montana State University - Bozeman

© 2023, 448pp, Paperback, 9780357721407

MindTap



Gain an understanding of advertising and brand strategy from an integrated marketing, advertising and business perspective with C l o s e Scheinbaum/O'Guinn/Semenik's popular ADVERTISING AND INTEGRATED BRAND

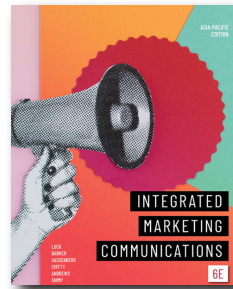
PROMOTION, 9E. Updates bring strategy to life in today's digital and mobile society as new content addresses industry shifts, such as pandemic-prompted changes in consumer behavior and e-commerce, influencer marketing, celebrity endorsements and streaming content. New examples highlight contemporary ads and current forms of branding and marketing for well-known brands like Target, Chanel, Amazon, Southwest, Netflix, Disney, ESPN, Apple, TikTok, Instagram, Adidas and Nike. You examine concepts in the context of advertising practice as you follow the processes of an advertising agency. Leading theory and practice keeps content relevant and applicable whether you are pursuing business, marketing communication or advertising. MindTap digital resources further strengthen understanding.

INTEGRATED MARKETING COMMUNICATIONS, 6E

Edwina Luck, QUT; Nigel Barker, Bond University; Anne-Marie Sassenberg, University of Southern Queensland; Bill Chitty, Retired (formerly Murdoch University)

© 2021, 570pp, Paperback, 9780170443005

MindTap eBook



Integrated Marketing Communications 6th edition explores how to coordinate all of a brand's marketing communications elements to effectively engage a target market. It also emphasises digital and interactive marketing, which are crucial components to a

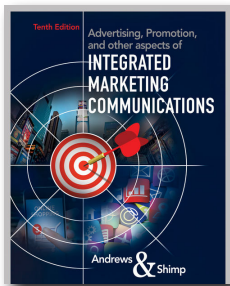
successful IMC campaign today. You'll learn how organisations use IMC to achieve a competitive advantage and meet their marketing objectives, and examine marketing communications from both a consumer's and marketer's perspective.

ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 10E

J. Craig Andrews, Marquette University; Terence A. Shimp, University of South Carolina

© 2018, 635pp, Paperback, 9781337282659

MindTap eBook



Explore all aspects of marketing communications, from time-honored methods to the newest developments in the field backed by the latest research, data and analytic techniques with one of today's leading IMC texts, **ADVERTISING, PROMOTION, AND**

OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 10E. With emphasis on the fundamentals and practices you need, this edition focuses on advertising and sales promotion, planning, branding, consumer behavior, media buying, public relations, packaging, POP communications, and personal selling. You explore emerging topics, such as today's popularity of apps, social media outlets, online and digital practices, and viral communications, as well as their impact on traditional marketing. Revisions to this most current IMC text on the market address must-know changes to environmental, regulatory, and ethical issues; MindTap Insights Online; place-based applications; privacy; global marketing, and memorable advertising campaigns.

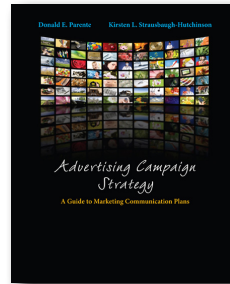
ADVERTISING CAMPAIGN STRATEGY, 5E

A Guide to Marketing Communication Plans

Donald Parente, Middle Tennessee State University; Kirsten Strausbaugh-Hutchinson, University of Georgia

© 2015, 432pp, Paperback, 9781133434801

eBook



How do you orchestrate the next great advertising campaign? Find out with **ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS.** Inside you'll see step-by-step how to take a great idea through the

complete advertising process. And because it's focused on campaigns, **ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS** is loaded with the tips you'll need to succeed in the class now and get your project chosen in the future.

B2B/INDUSTRIAL MARKETING

NEW EDITION

BUSINESS MARKETING MANAGEMENT, 13E B2B

Michael D. Hutt, Arizona State University; Thomas W. Speh, Miami University - Ohio; Douglas Hoffman, Colorado State University

© 2024, 352pp, Paperback, 9780357718230

MindTap eBook



Gain an understanding of the most recent industry trends and today's dynamic B2B market with Hutt/Speh/Hoffman's **BUSINESS MARKETING MANAGEMENT: B2B, 13E**. This edition ties concepts to real-world decision making and to best practices. New content emphasizes an ESG (Environmental, Social, Governance) framework, while new discussions highlight developments such as the innovation flywheel and the new standard in marketing -- omnichannel strategy. You review similarities and differences between consumer goods and B2B marketing. Revised content focuses on market analysis, organizational buying behavior, relationship management and marketing strategies to reach organizational customers. A new digital playbook and expanded content on smart, connected products also explore how digital-first engagement preferences of B2B buyers are transforming customer relationship processes. MindTap digital resources are available to reinforce your understanding of key marketing strategies.

AE BUSINESS MARKETING MANAGEMENT B2B, 12E

Michael D. Hutt, Arizona State University; Thomas W. Speh, Miami University - Ohio

© 2019, 440pp, Paperback, 9789814834599

MindTap

AsiaTitle



BUSINESS MARKETING MANAGEMENT: B2B presents a clear, timely, and engaging examination of business marketing management. Highlighting the similarities--and emphasizing the differences--between consumer goods and B2B

marketing, this proven text focuses on market analysis, organizational buying behavior, relationship management, and the ensuing adjustments required in the marketing strategy elements used to reach organizational customers. Its managerial approach ties chapter concepts directly to real-world decision making. The new edition includes additional emphasis on the new strategic landscape as well as the impact of social media. A well-balanced mix of cases equips students with a variety of hands-on applications.

BUSINESS LOGISTICS

NEW EDITION

TRANSPORTATION, 10E

A Global Supply Chain Perspective

Robert A. Novack, Penn State University; Brian Gibson, Auburn University; Yoshinori Suzuki

© 2024, 464pp, Hardback, 9780357908549



Gain a solid understanding of what is arguably the most critical and complex component of global supply chains with Novack/Gibson/Suzuki's **TRANSPORTATION: A GLOBAL SUPPLY CHAIN PERSPECTIVE, 10E**. You learn the fundamental role and importance of

transportation in companies and society as you study the current complex environment of transportation service. The authors introduce the role of transportation in supply chains and provide an overview of the operating and service characteristics, cost structure and challenges that today's transportation providers face. Updates throughout this edition highlight critical transportation management issues with insights into the strategic activities and challenges in the movement of goods through the supply chain. You examine global topics with the latest coverage of hard and soft technology and interesting discussions of fuel, energy, managerial, economic and environmental issues.

AE SUPPLY CHAIN MANAGEMENT: A LOGISTICS PERSPECTIVE, 11E

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

© 2020, 656pp, Paperback, 9789814922838

AsiaTitle



Blend logistics theory with practical applications as you offer students a refined focus on the supply chain approach with Langley/Novack/Gibson/Coyle's **SUPPLY CHAIN MANAGEMENT: A LOGISTICS PERSPECTIVE, 11E**. This

digital edition highlights emerging issues, technology developments, and global changes in today's constantly evolving field of supply chain management. Updates examine significant changes in business environments and their impact on the success of supply chains. New coverage emphasizes recent supply chain technology, e-commerce and omni-channel supply chains, changes in transportation and pricing, warehousing, and impacts on future designs of supply chains. Updated profiles introduce chapter topics using real companies and familiar people and events, while updated "On the Line" features and short cases provide hands-on managerial experience. Revised technology features emphasize the latest advancements in supply chain management and logistics practices throughout the world. A complete support package further reinforces your instruction.

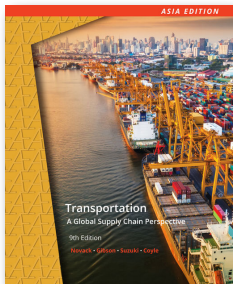
AE TRANSPORTATION: A GLOBAL SUPPLY CHAIN PERSPECTIVE, 9E

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

© 2019, 516pp, Paperback, 9789814834667

eBook

AsiaTitle



Equip students with an understanding of what may be the most critical and complex component of global supply chains with **TRANSPORTATION: A SUPPLY CHAIN PERSPECTIVE, 9E**. Comprehensive coverage and a managerial approach

highlight the importance of transportation in companies and society. Students examine the framework for transportation from a micro and macro perspective. They review the theoretical and managerial dimensions of transportation in supply chains, including regulation and public policy, as they overview operations, service and cost structure. The authors spotlight transportation management issues with insights into strategic challenges in the movement of goods through the supply chain. New readings, cases, and examples emphasize global topics with new coverage of hard and soft technology and expanded discussions of fuel, energy, managerial, economic, and environmental issues.

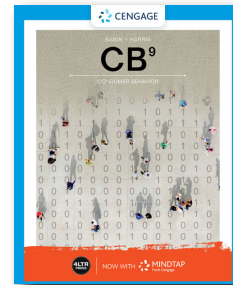
CONSUMER BEHAVIOR

CB, 9E

Barry J. Babin, Louisiana Tech University; Eric Harris, Florida Southern College

© 2022, 400pp, Paperback, 9780357518205

MindTap



Learn the principles and skills behind consumer behavior in the way that's best for you with Babin/Harris' CB, 9E. Carefully crafted and based on continuous research into the workflows and learning preferences of students like you, CB from 4LTR Press

offers an innovative learning experience with printed, online or mobile options. This edition integrates the latest developments, technology and emerging trends in consumer behavior with visually driven content and learning features that address all learning styles.

NEW EDITION in July 2023

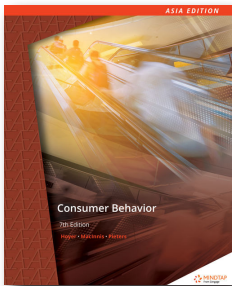
AE CONSUMER BEHAVIOR, 7E

Wayne D. Hoyer, *University of Texas, Austin*; Deborah J. MacInnis, *University of Southern California*; Rik Pieters, *Tilburg University*

© 2018, 544pp, Paperback, 9789814834230

MindTap

AsiaTitle



The popular CONSUMER BEHAVIOR, 7E draws key concepts from marketing, psychology, sociology, and anthropology to present a strong foundation and highly practical focus on real-world applications for today's global business environment. The new

edition of this pioneering text incorporates cutting-edge research and current business practices, including extensive coverage of social media influences, increased consumer power, and emerging neuroscience findings. Students also examine controversies in consumer decision-making involving money, goals, emotions, charity, health, materialism, and sustainability. This edition increases its emphasis on social responsibility and ethics in marketing, examining both the dark side and constructive possibilities. With even more real-world examples and thought-provoking application exercises, including new opening examples and closing cases in every chapter, CONSUMER BEHAVIOR, 7E provides a thorough, yet engaging, guide to this essential subject.

CONSUMER BEHAVIOR, 2E

Frank Kardes, *University of Cincinnati*; Maria Cronley, *Miami (Ohio) University*; Thomas Cline, *Saint Vincent College*

© 2015, 576pp, Hardback, 9781133587675

eBook



CONSUMER BEHAVIOR, Second Edition, devotes ample attention to “classic” consumer behavior topics, including consumer information processing, consumer decision making, persuasion, and the role of culture and society on consumer behavior. In

addition, this innovative text explores important current topics and trends relevant to modern consumer behavior, such as international and ethical perspectives, an examination of contemporary media, and a discussion of online tactics and branding strategies.

INTERNATIONAL MARKETING

NEW EDITION

AE INTERNATIONAL MARKETING, 11E

Michael R. Czinkota, *Georgetown University*;
Ilkka A. Ronkainen, *Georgetown University*;
Annie Cui, *West Virginia University*

© 2023, 720pp, Paperback, 9789815059496

AsiaTitle



Examine today's best practices and key issues impacting international marketing with the best-selling, upper-level international marketing text -- Czinkota/Ronkainen/Cui's **INTERNATIONAL MARKETING, 11E**. This innovative resource offers

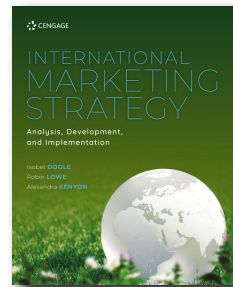
cutting-edge international marketing strategies and guidelines using the latest examples. You explore the range of international marketing topics, from start-up operations and new market entry considerations to key international issues confronting today's giant global marketers. Updates address international e-commerce and technology as well as the impact of culture and government on marketing throughout the world. Case studies highlight the latest marketing practices in real organizations, while Internet exercises focus on online opportunities. This in-depth coverage prepares you for success in today's international business world, whether you are an upcoming international marketer or practicing executive.

INTERNATIONAL MARKETING STRATEGY: ANALYSIS, DEVELOPMENT AND IMPLEMENTATION, 9E

Isobel Doole, *Sheffield Hallam University*; Robin Lowe, *Sheffield Hallam University*; Alexandra Kenyon, *Course Director in Hospitality Management in the School of Events, Tourism and Hospitality at Leeds Beckett University, UK*

© 2022, 496pp, Paperback, 9781473778696

MindTap



Major global events such as the COVID-19 pandemic and the UN Sustainable Development Goals have changed the business landscape with significant consequences for trade. Understanding such environmental issues, politics, economics and

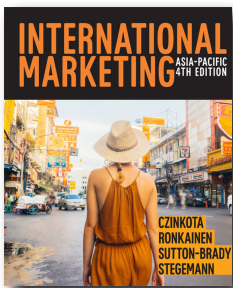
more, is critical in international marketing strategy. Fully updated and revised, the ninth edition of this popular text reflects the changing focus of international marketing and ensures students are fully up-to-date with the challenges posed by new patterns of development in global markets. It provides accessible content from around the world including newly emerging economies as well as explaining increasingly global risks and the role of digital developments. An exciting range of features including Management Challenges, Illustrations and contemporary case studies guide students through the complexities of international marketing as it responds to a rapidly changing environment.

MINDTAP FOR CZINKOTA'S INTERNATIONAL MARKETING ASIA-PACIFIC EDITION, 2-TERM INSTANT ACCESS, 4E

Michael Czinkota-HCP, Georgetown University; Ilkka Ronkainen, Georgetown University; Catherine Sutton-Brady, The University of Sydney; Nicole Stegemann, University of Western Sydney

© 2019, 0pp, 9780170414036

MindTap



This is MindTap for Czinkota's International Marketing Asia-Pacific edition. Please purchase MindTap only when directed by your instructor. When your instructor creates a course using MindTap, they will let you know your course key so you can access the

content. Access duration is set by your instructor. MindTap is the next-level online learning tool that helps you get better grades! MindTap gives you the resources you need to study – all in one place and available when you need them. In the MindTap Reader, you can make notes, highlight text and even find a definition directly from the page. Use MindTap to: * Get better grades * Save time and get organised * Connect with your instructor and peers * Study when and where you want, online and mobile * Complete assessment tasks as set by your instructor MindTap for Czinkota's International Marketing Asia-Pacific edition includes: International Marketing Asia-Pacific edition eBook, animated overviews, panorama with polling activity, case studies, quizzes and more.

INTERNET MARKETING

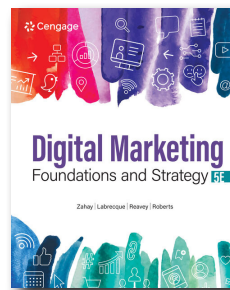
NEW EDITION

DIGITAL MARKETING FOUNDATIONS AND STRATEGY, 5E

Debra Zahay, St. Edward's University; Lauren Labrecque, Brooke Reavey, Dominican University; Mary Lou Roberts, University of Massachusetts, Boston

© 2024, 576pp, Paperback, 9780357720738

MindTap eBook



Zahay/Labrecque/Reavey/Roberts' DIGITAL MARKETING FOUNDATIONS AND STRATEGY, 5th EDITION provides students with a comprehensive understanding of digital marketing. Using strategy concepts as its foundation

helps students to easily translate material from other marketing and business courses into the practice of digital marketing. Chapters combine marketing theory and conceptual frameworks to provide students with a foundational understanding of digital marketing issue. DIGITAL MARKETING FOUNDATIONS AND STRATEGY FIFTH EDITION includes relevant updates on the impact of the COVID pandemic as well as trends in account-based marketing and Google algorithm updates. Regal and regulatory issues as well as AI and marketing automation are integrated throughout the text.

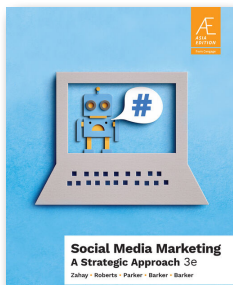
NEW EDITION

AE SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH, 3E

Debra Zahay, *St. Edward's University*;
Mary Lou Roberts, *University of Massachusetts Boston*;
Janna Parker, *James Madison University*;
Donald I. Barker, *Melissa S. Barker*

© 2023, 352pp, Paperback, 9789815059465

AsiaTitle



Learn to market effectively using social media with the unique emphasis and best practices found only in **SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH, 3E**. You learn how to create a strong personal brand that is invaluable at any stage of

your career, as you master the social media techniques detailed throughout this popular book. Insightful discussions address both online and offline elements for creating a viable personal branding strategy. Expanded coverage of consumer behavior guides you in identifying with virtual communities and mastering visual storytelling. This edition delves deeper into using content marketing, while new chapters address managing today's digital marketing organization and using paid advertising and social media influencers. A step-by-step planning model leads you through creating an actual social media marketing plan. You also learn how to incorporate important branding strategies within your organization's overall integrated marketing communication approach.

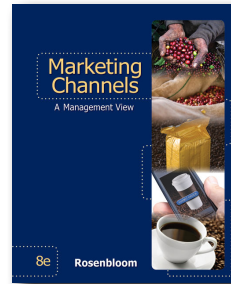
MARKETING CHANNELS

MARKETING CHANNELS, 8E

Bert Rosenbloom, *Drexel University*

© 2012, 696pp, Hardback, 9780324316988

eBook



Marketing Channels: A Management View, a market leader, is known to provide a management focus and managerial framework to the field of marketing channels. Theory, research, and practice are covered thoroughly and blended into

a discussion that stresses decision making implications. This new edition reflects global, socio-cultural, environmental, and technological changes that have taken place within the industry.

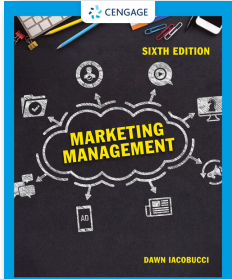
MARKETING MANAGEMENT

MARKETING MANAGEMENT, 6E

Dawn Iacobucci, Vanderbilt University

© 2022, 336pp, Paperback, 9780357635087

MindTap



Gain an understanding of the vibrant, challenging environment facing marketers today as Iacobucci's **MARKETING MANAGEMENT, 6E** presents an intriguing, guiding framework that clearly illustrates how core concepts fit together. This

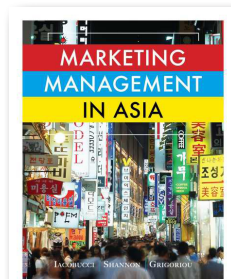
updated and complete overview of marketing management uses a captivating style and engaging presentation that you will actually enjoy reading. Learn how to make meaningful decisions and construct useful, practical marketing plans to help companies succeed. Revised chapters, updated explanations, new mini-cases and the latest examples depict global marketing, ethics and social media marketing in action. This edition emphasizes the importance of theory with a framework that demonstrates the interrelationship of marketing concepts and decisions. Leading cases from Harvard, Darden and Ivey further reinforce the relevance of what you are learning. MindTap digital resources offer interactive content that connects the latest marketing management principles to business success.

MARKETING MANAGEMENT IN ASIA

Dawn Iacobucci, Vanderbilt University; Randall Shannon, Mahidol University; Nicholas Grigoriou, Monash University Malaysia

© 2015, 520pp, Paperback, 9789814455244

AsiaTitle



Marketing Management in Asia is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners. It employs an integrated marketing management framework using new and proven learning features to detail key concepts, and

useful exhibits and graphics further describe key principles. This engaging book incorporates the latest statistics as well as highlights the importance of social media and the impact of consumer behavior on successful marketing management. Short Asian case studies and real-life examples of marketing management have been included throughout the book to be more relevant to students studying this subject in Asia.

MARKETING RESEARCH

NEW EDITION

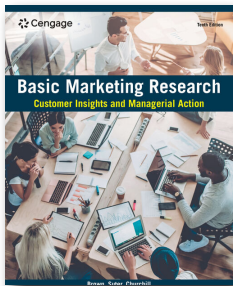
BASIC MARKETING RESEARCH, 10E

Customer Insights and Managerial Action

Tom J. Brown, Oklahoma State University; Tracy A. Suter, Oklahoma State University; Gilbert A. Churchill, University of Wisconsin

© 2024, 400pp, Hardback, 9780357901847

MindTap



In Brown/Suter/Churchill's BASIC MARKETING RESEARCH, 10th Edition, you will learn how to convert marketplace data into actionable marketing information using the two dominant approaches, behavioral data that exists and customer insights

gathered for a specific purpose, and how interactions in the research process give managers and researchers confidence in the result. BASIC MARKETING RESEARCH's easy-to-read writing style helps you see the research process from the perspectives of researchers who gather information and marketing managers who use it and helps you apply your market research skills in experiential learning activities.

AE BASIC MARKETING RESEARCH: CUSTOMER INSIGHTS AND MANAGERIAL ACTION, 9E

Tom J. Brown, Oklahoma State University; Tracy A. Suter, Oklahoma State University; Gilbert A. Churchill, University of Wisconsin

© 2020, 368pp, Paperback, 9789814878043

MindTap

AsiaTitle



BASIC MARKETING RESEARCH, 9E balances a reader-friendly, accessible approach with an ideal level of coverage. The authors introduce two dominant approaches to gathering marketing information: marketing analytics on data that exist within the firm and

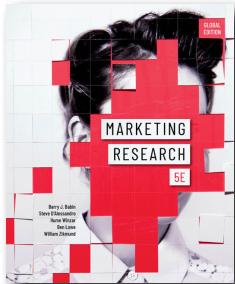
customer insights gathered for a specific purpose. The book merges these approaches in an ongoing example in the analysis section. Students review and work with data from multiple sources, including consumer communication and consumer behavior observed via technology. An overview details how organizations obtain and use data today. Students learn how interactions in the research process give managers and researchers confidence in the result. Readers review the information-gathering function from the perspectives of researchers who gather information and marketing managers who use it.

MARKETING RESEARCH, 5E

Steve D'Alessandro (formerly Ward), *University of Tasmania*;
Hume Winzar, *Macquarie University*; Ben Lowe, *University of Kent, UK*; Michael Mehmet

© 2020, 648pp, Paperback, 9780170438964

MindTap eBook



WINNER 2021 EPAA for Teaching and Learning Resource - Digital (Adaptations) The judges said "MindTap for Marketing Research Fifth Edition is a comprehensive yet accessible resource with a range of supporting examples and activities.

Short knowledge checks and quizzes support diagnostic and formative learning, and the through-line of a larger project supports project-based learning and provides a strong narrative. Detailed case studies relevant to modern Australian contexts provide further opportunities for deep and active learning, and flexibility in learning and teaching approaches." Marketing Research, 5e gives you the knowledge and skills you need to successfully undertake marketing research. It combines theory with a practical, step-by-step approach. The text uses local and international examples, data sets and case studies to explain traditional marketing research methods, and also examines new theories and techniques as well as emerging industry practices. This text is essential if you're studying marketing research in any business or marketing course.

ESSENTIALS OF MARKETING RESEARCH, 7E

Barry J. Babin, *Louisiana Tech University*

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ESSENTIALS OF MARKETING RESEARCH, 6E, provides a concise, yet complete guide to the design, execution, analysis, and reporting of marketing research to support smart business decisions. Covering essential principles and techniques in a streamlined, engaging way, the text equips students with the core knowledge and skills needed to manage marketing research effectively.

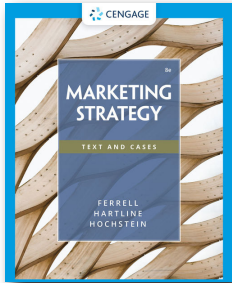
MARKETING STRATEGY

MARKETING STRATEGY, 8E

O. C. Ferrell; Michael Hartline, Florida State University; Bryan W. Hochstein, University of Alabama

© 2022, 576pp, Paperback, 9780357516300

eBook



Learn how to think and act like an effective marketer and forward-focused disruptor in today's dynamic, fast-paced business environment with Ferrell/Hartline/Hochstein's **MARKETING STRATEGY, 8E**. You learn to develop long-term, customer-

oriented marketing strategy and successful marketing plans with this edition's systematic, reader-friendly approach. The latest examples from organizations as familiar as Spotify, Nintendo and Microsoft work with updated vignettes and the latest research and data. New cases from Tesla, Netflix and even the recent COVID-19 pandemic clearly illustrate the need for marketers to think proactively and anticipate change. You examine today's trends, from strategic digital marketing tools and integrated marketing communication to new marketing models. This edition also discusses product labeling, social media segmentation, crisis preparedness and innovation in global marketing as you learn to analyze, plan and implement effective marketing strategies.

AE MARKETING STRATEGY: TEXT AND CASES, 7E

O. C. Ferrell, Belmont University; Michael Hartline, Florida State University

© 2019, 600pp, Paperback, 9789814834612

MindTap

AsiaTitle



MARKETING STRATEGY 7th edition emphasizes teaching students to think and act like marketers. It presents strategy from a perspective that guides strategic marketing management in the social, economic, and technological arenas in which businesses

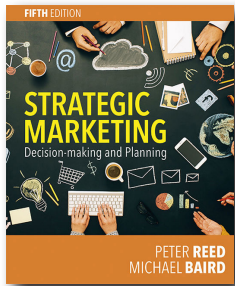
function today--helping students develop a customer-oriented market strategy and market plan. Its practical approach to analyzing, planning, and implementing marketing strategies is based on the creative process involved in applying marketing concepts to the development and implementation of marketing strategy. MindTap is the digital learning solution that helps instructors engage and transform today's students into critical thinkers.

MINDTAP FOR REED/BAIRD'S STRATEGIC MARKETING: DECISION- MAKING AND PLANNING, 2-TERMS INSTANT ACCESS, 5E

Peter Reed, Monash University (Retired); Michael Baird

© 2019, Opp, 9780170420549

eBook



Strategic Marketing: Decision Making and Planning is a digital-only resource that covers decision making in marketing and shows you its importance in the strategic management of an organisation. The text combines theory with a

step-by-step guide to each stage of the strategy development and management processes. Written for those involved in developing and creating marketing strategies, the book emphasises the role of marketing as an organisation-wide process rather than as a stand-alone function. You'll progress through the text in the MindTap Reader by following a strategic marketing plan project and will build on the plan as you work your way through the exercises, activities, theory and examples in each chapter. Strategic Marketing: Decision Making and Planning, 5e is available only on the MindTap platform.

PRINCIPLES OF MARKETING

NEW EDITION

MKTG5, 5E

Charles W. Lamb, Jr., Texas Christian University; Joe F. Hair, Louisiana State University; Carl McDaniel, University of Texas, Arlington; Jane Summers, University of Southern Queensland

© 2023, 352pp, Paperback, 9780170453936

MindTap eBook



MKTG5 is the resource to help you succeed in your introductory marketing subjects. The easy-to-read text is broken down into four digestible parts, with marketing concepts presented in a succinct format in a modern design that makes the content

visually appealing. Case studies relevant to the Asia-Pacific region and examples regarding COVID-19 and its impacts on marketing make the content relatable, while the impact of emerging technologies on marketing demonstrates how social media is used in the development of marketing strategy. New, print copies of the text come with tear-out review cards to help reinforce what you've learned.

CONTEMPORARY MARKETING, 19E

Louise E. Boone, *University of South Alabama*; David L. Kurtz, *University of Arkansas*

© 2022, 496pp, Paperback, 9780357461709

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Reimagine a practically focused and timely introduction to the foundations of marketing today with the innovative approach found in Boone/Kurtz's best-selling CONTEMPORARY MARKETING, 19E with MindTap. This edition

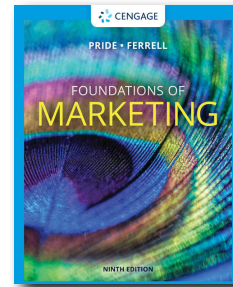
focuses on application-based learning with streamlined content that highlights real skills that marketing professionals use on a regular basis. Rather than introducing an overly broad array of topics, this edition thoroughly explores today's most relevant and important concepts, including marketing analytics and the career readiness skills most important for your success. As a result, you learn more in less time. Memorable opening and closing examples for each section further advance learning objectives and demonstrate concepts in action to increase your comprehension and retention of key concepts. In addition, MindTap digital activities reinforce concepts and provide Excel Online practice working with marketing analytics to further prepare you for effective marketing in today's times.

FOUNDATIONS OF MARKETING, 9E

William M. Pride, *Texas A&M University*; O. C. Ferrell

© 2022, 592pp, Paperback, 9780357129463

MindTap eBook



Gain the understanding you need to think and act like a marketer the most current principles of marketing resource -- Pride/Ferrell's FOUNDATIONS OF MARKETING 9E with MindTap. This edition blends marketing fundamentals with

discussions of the latest topics and trends reshaping marketing. You'll examine the power of market research, analytics, and the impact of artificial intelligence while introducing social media, digital marketing, ethics, globalization, and marketing technology interface. Updated intriguing visuals, timely content, real cases, and fascinating videos work with the engaging presentation to put principles into practice in today's fast-paced business world. MindTap, today's leading digital platform helps you reinforce concepts to learn, apply, and study them in interactive marketing scenarios to build confidence and elevate performance.

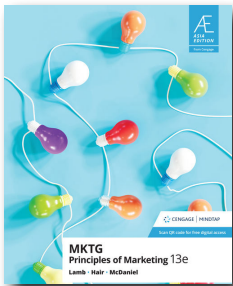
AE MKTG: PRINCIPLES OF MARKETING, 13E

Charles W. Lamb, Texas Christian University; Joe F. Hair, Louisiana State University; Carl McDaniel, University of Texas, Arlington

© 2021, 448pp, Paperback, 9789814930550

MindTap

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MKTG with MindTap brings marketing fundamentals to life by showing students how they're applied at the world's top companies every day, all at an affordable price. MKTG combines an engaging paperback textbook and digital solution, MindTap.

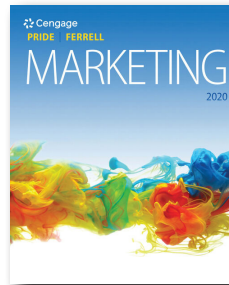
With MindTap and you, students begin to think and act like marketers as they're held accountable for course material and are challenged to then apply it. MindTap gives you complete control of your course -- to personalize content, to challenge every individual, and to build student confidence.

MARKETING, 20E

William M. Pride, Texas A&M University; O. C. Ferrell

© 2020, 720pp, Paperback, 9780357033791

MindTap eBook



Gain an understanding of today's marketing principles with Pride/Ferrell's engaging **MARKETING**. Develop the knowledge and decision-making skills to succeed as in-depth coverage highlights fundamental marketing concepts and strategies.

Practical applications and examples emphasize the latest social networking, digital marketing, social and environmental responsibility, globalization, entrepreneurship and marketing during transition. This edition also expands coverage of business markets and buying behavior, marketing channels and supply-chain management, retailing, personal selling and marketing analytics. An eBook lets you highlight terms and includes embedded Concept Check quizzes to assess understanding of key concepts. You have convenient mobile access to assignments, digital flashcards, company videos, an interactive marketing plan, practice exams and activities as a marketer.

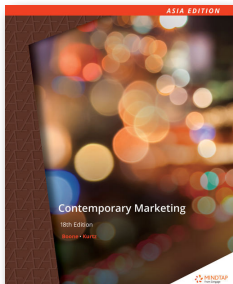
AE CONTEMPORARY MARKETING, 18E

Louise E. Boone, University of South Alabama; David L. Kurtz, University of Arkansas

© 2019, 480pp, Paperback, 9789814834421

MindTap

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MindTap Marketing for Boone / Kurtz's Contemporary Marketing, 18th Edition is the digital learning solution that powers students from memorization to mastery. It gives you complete control of your course—to provide engaging content, to

challenge every individual, and to build their confidence. Empower students to accelerate their progress with MindTap. MindTap: Powered by You. This product delivers a “learn it today, use it tomorrow” approach through in-depth coverage of fundamental marketing concepts and strategies, along with practical applications and real-world examples. With activities like Group Projects and Marketing Plan assignments that promote applications, not just recall, of course concepts. As an instructor using MindTap, you have at your fingertips the right content and unique set of tools curated specifically for your course, all in an interface designed to improve workflow and save time when planning lessons and course structure.

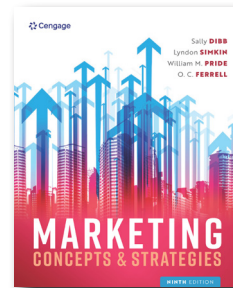
NEW EDITION

MARKETING CONCEPTS AND STRATEGIES, 9E

*Sally Dibb, Coventry University;
Lyndon Simkin, Coventry University;
William M. Pride, Texas A&M University;
O.C. Ferrell, Auburn University*

© 2023, 832pp, Paperback, 9781473778580

MindTap



The ninth edition of Marketing Concepts and Strategies has been fully updated to reflect the latest marketing themes, together with the authors' real-life practitioner expertise. The marketing world has gone digital as consumers rely on social media; new

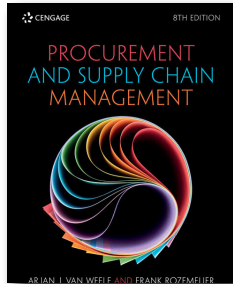
operational regulations abound on data compliance and privacy. Marketing has become more aligned to ethical, responsible and sustainability issues; the discipline has become more critical and reflective, and the pandemic has changed business strategies worldwide.

PURCHASING

PROCUREMENT AND SUPPLY CHAIN MANAGEMENT, 8E

van Weele, Eindhoven University of Technology; Frank Rozemeijer, Maastricht University

© 2022, 420pp, Paperback, 9781473779112



Now in its eighth edition, this trusted Procurement and Supply Chain Management text provides a complete introduction to the important principles underlying the subject area using a flexible managerial perspective. Fully updated and restructured to reflect

contemporary thinking and practice, this highly respected textbook covers the latest developments in procurement and supply chain management with clear and well-structured content. Strong case studies that are relevant and engaging complement the content and bring the subject to life.

AE PURCHASING & SUPPLY CHAIN MANAGEMENT, 7E

Robert M. Monczka, Arizona State University; Robert B. Handfield, North Carolina State University; Larry C. Giunipero, Florida State University; James L. Patterson, Western Illinois University

© 2020, 800pp, Paperback, 9789814922821

AsiaTitle



Present the most current, complete coverage of today's supply management process from a managerial perspective with Monczka/Handfield/Giunipero/Patterson's PURCHASING AND SUPPLY CHAIN MANAGEMENT, 7E. This edition draws from the

authors' extensive first-hand experiences and relationships with executives and practitioners worldwide to highlight critical developments in the field. Students examine recent advancements in supply chain fraud management, artificial intelligence, analytics, procurement automation and robotic process automation. New content also discusses supply chain fraud management and mitigation, emerging technology in real-time supply chain control towers, use of blockchain and the creation of Centers of Excellence. In addition, numerous real cases and memorable examples provide contextual insights into the strategies, processes and practices of supply management. A digital support packages helps you further emphasize the impact of purchasing and supply chain management on an organization's competitive success and profitability.

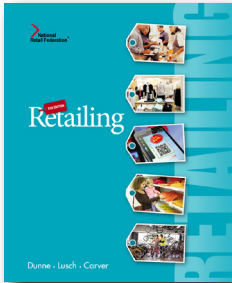
RETAILING

RETAILING, 8E

Patrick M. Dunne, *Texas Tech University*; Robert F. Lusch, *University of Arizona*; James R. Carver, *Auburn University*

© 2014, 720pp, Hardback, 9781133953807

eBook



The new, Eighth Edition of RETAILING combines the text's signature in-depth coverage of fundamental retailing principles with cutting-edge updates on the latest trends and practices in today's fast-paced retail market. Retailing is constantly changing and

adjusting to competitive, technological, society and consumer needs. This book emphasizes the creative and analytical aspects of retailing, with special emphasis on the impact of the Internet and continuing changes in the global economy. Authors Dunne, Lusch, and Carver draw on their expertise as seasoned instructors and retail authorities, including abundant, real-world examples and case studies to help students understand the intricacies of retail management.

SELLING

NEW EDITION

SELL, 7E

Thomas N. Ingram, *Colorado State University*; Raymond W. (Buddy) LaForge, *University of Louisville*; Ramon A. Avila, *Ball State University*; Charles H. Schwepker, *University of Central Missouri*

© 2024, 288pp, Paperback, 9780357901380

MindTap eBook



Master today's most effective professional selling concepts and skills with SELL, 7E by 4LTR Press. Updated, streamlined chapters cover the most relevant topics and current industry selling practices. This edition covers recent technology, including

artificial intelligence, for use in the selling process. New or expanded coverage addresses storytelling in sales, customer engagement and the customer experience. This edition's visual presentation is complemented with new chapter-opening vignettes and new coverage of the latest ethical dilemmas and virtual selling strategies. Study tools and activities like case studies and role play videos help you prepare for real-world situations. MindTap digital resources let you read or listen to chapters and study with flashcards and practice quizzes. When it's time to review, you can easily gather everything you've flagged or noted into a guide you organize. Track your scores so you know where to focus efforts to reach your learning goals.

SERVICES MARKETING

NEW EDITION

SERVICES MARKETING, 6E

Concepts, Strategies, & Cases

K. Douglas Hoffman, Colorado State University; John E.G. Bateson

© 2024, 448pp, Paperback, 9780357718308

eBook



Explore the latest industry trends and issues as you examine services marketing from a unique, broad perspective with **SERVICES MARKETING: CONCEPTS, STRATEGIES AND CASES, 6e**. Fifteen streamlined chapters present services marketing

as both an essential focus for service firms as well as a competitive advantage for companies that market tangible products. The latest examples and interesting end-of-chapter cases address current global issues, such as environmental, societal and governance (ESG) issues and changing consumer markets. New content introduces you to technological advancements like robotics and artificial intelligence in services marketing and recent challenges, such as the consequences of the pandemic, stressed employees and disruptive customers. You gain valuable insights for business success with this comprehensive, current approach to services marketing and this edition's practical global perspective.

SOCIAL MEDIA MARKETING

NEW EDITION

AE SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH, 3E

*Debra Zahay, St. Edward's University;
Mary Lou Roberts, University of Massachusetts Boston;
Janna Parker, James Madison University;
Donald I. Barker, Melissa S. Barker*

© 2023, 352pp, Paperback, 9789815059465

AsiaTitle



Learn to market effectively using social media with the unique emphasis and best practices found only in **SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH, 3E**. You learn how to create a strong personal brand that is invaluable at any stage of

your career, as you master the social media techniques detailed throughout this popular book. Insightful discussions address both online and offline elements for creating a viable personal branding strategy. Expanded coverage of consumer behavior guides you in identifying with virtual communities and mastering visual storytelling. This edition delves deeper into using content marketing, while new chapters address managing today's digital marketing organization and using paid advertising and social media influencers. A step-by-step planning model leads you through creating an actual social media marketing plan. You also learn how to incorporate important branding strategies within your organization's overall integrated marketing communication approach.

Notes



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